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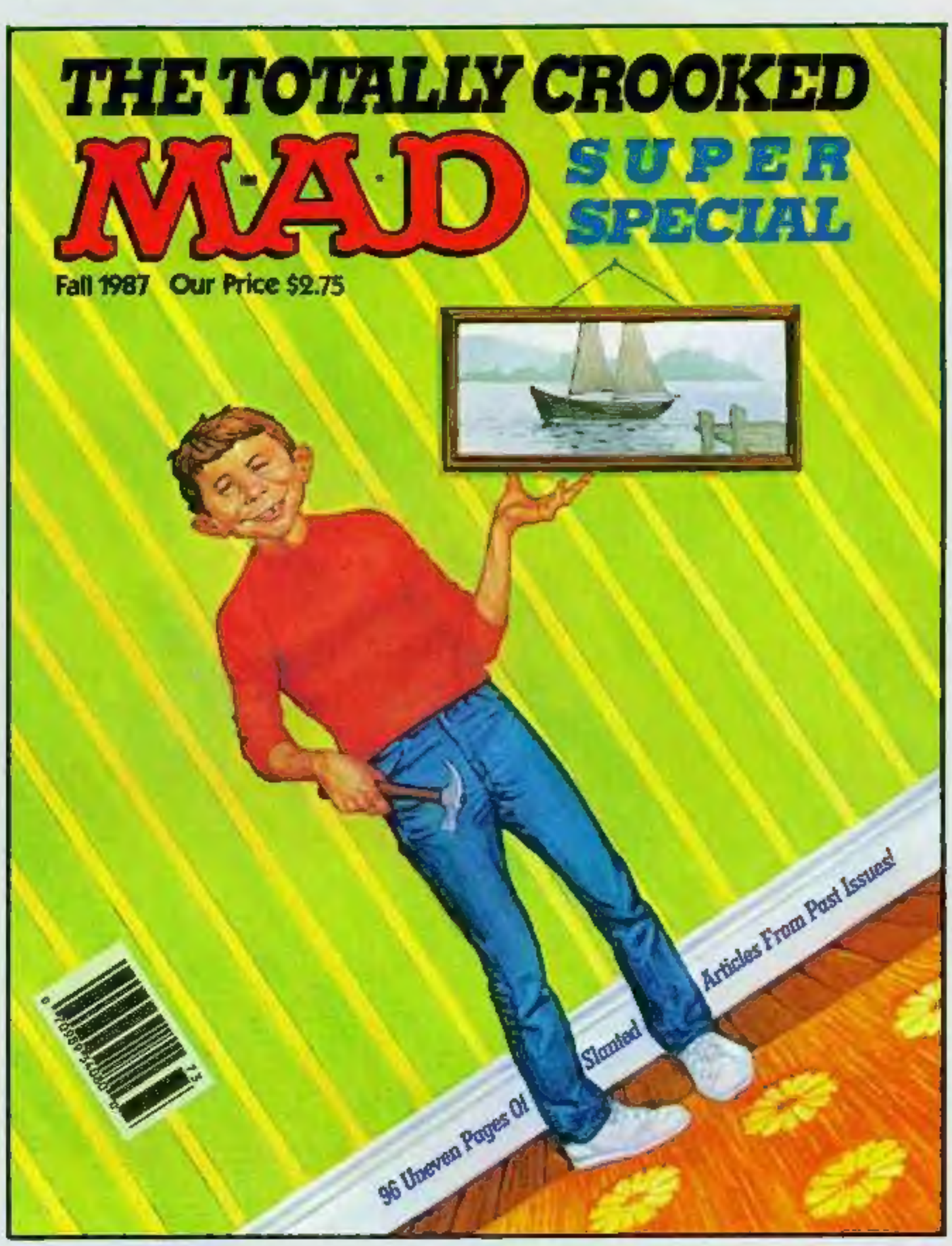

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NUMBER 271 JUNE 1987

MAD

"Modesty is the art of drawing attention to whatever it is you're being humble about." —Alfred E. Neuman

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COVER ARTIST: RICHARD WILLIAMS

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Printed in U.S.A.

VITAL FEATURES

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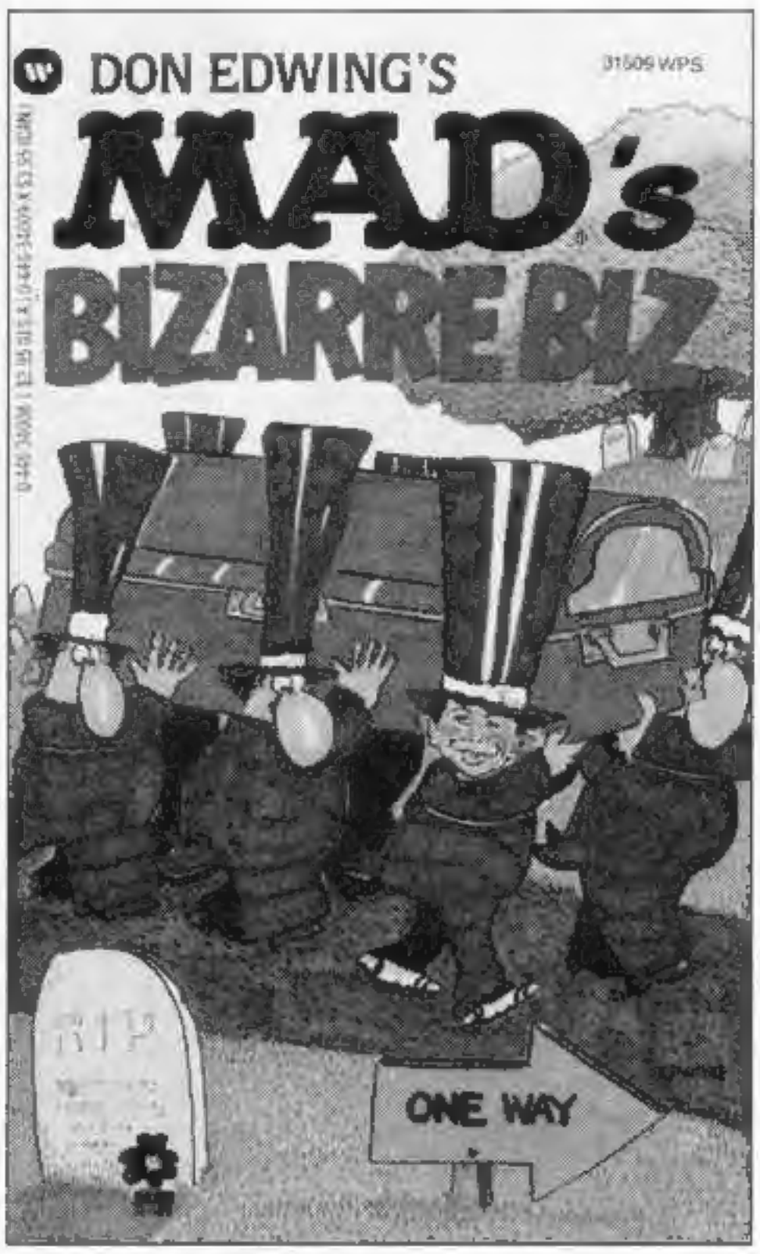
THE CRANK 'EM OUT MINT PRO WRESTLING CHESS SET Pg. 45

The Morgue The Merrier!

Tired of *coffin* up good bucks for *stiff* gags? Then get...



Putrid Plots! Grave Gags!
Dead Pan Humor!
You'll laugh till it hearse!

REMEMBER!

"A fool and his money are soon departed!"

LETTERS AND TOMATOES DEPT.

"STAND BUT ME"

When I read Dick DeBartolo and Mort Drucker's satire "Stand But Me" I died laughing. But please, don't go searching for my body!

John Meeks,
San Angelo, TX

CHART ATTACK

Your "MAD Charts" in issue #269 listed the top TV shows picked by the Dinner Workers of America, but you failed to list their favorite *game* shows of all time:

1) Family Food
2) What's My Lime?
3) Eat the Clock
4) Let's Make a Meal

Paul R. Chittick
Cambridge, MA

And let's not forget Veal of Fortune!—Ed.

MORE "GUNK" MAIL

I can't believe what garbage Sean Genell wrote in issue #269 criticizing Mort Drucker's "Top Gunk." Both the Air Force *and* the Navy have F-4's. I should know, I flew the Navy F4-J Phantom in Vietnam—Squadron VF-96 from the Aircraft carrier U.S.S. Constellation. I shot down 3 MIG-17's. As for Sean Genell, thank God *he's* not defending the country! I think Mort Drucker knows what he's doing!

Dave "Wolfman" Wolf
Lancaster, PA

A letter which appeared a short time ago in your "Letters and Tomatoes" Dept. was incorrectly attributed to me. I have the highest respect for "Top Gun" pilots and all members of the military service.

Richard J. Vattuone
San Diego, CA

MORON MAIL

Why don't they have MAD in doctors' offices instead of all those other boring magazines?

Anthony Jackson
Sword Creek, VA

Because despite all their medical training, they don't know much about the funny bone!—Ed.

HOCKEY SCHTICK

Thank you for sending me an enlarged reproduction of Don Martin's "One Day in Edmonton" (MAD #257). It is being framed and will hang in my home where it will prove to be a humorous conversation piece, I am sure. My dentist also has the cartoon on display in his office, although his dental procedures are somewhat more advanced than those depicted in Don's cartoon!

As a youngster growing up in Canada, I clearly remember two publications—*The Hockey News* and MAD. It's nice to see you both still going strong. All the best!

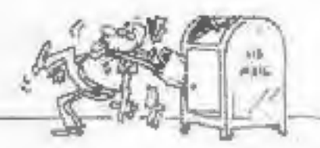
Wayne Gretzky
Edmonton, Alberta

A VEIN ATTEMPT AT HUMOR

Concerning "MAD's Celebrity Madballs" on the back cover of #269, we would like to point out that Veiny White's veins should be blue! All the oxygen has been removed from the blood and used by cells by the time the blood gets to the veins.

David Friedman
Ethan Sadacca
Phoenix, AZ

We don't know, but one thing's for sure: there's no blood rushing into <u>your</u> heads! —Ed.



Edmonton Oilers star Wayne Gretzky visits his dentist, Don Martin-style, in this excerpt from MAD #257, Sept. '85

"PET PEEVE"

I liked Paul Peter Porges's "Your Pet Has Reached Blissful Retirement When," but here's one he forgot.

Dave Campbell
Holly, MI

...When your dalmation loses its spots.

MORE ON MORON MAIL

How do you pronounce Al Jaffee's last name? Is it "Jüfé" or "Jäfé"

Eric Plaksin
Gastonia, NC

Good question. The name "Jaffee" translated literally means "a proud midget." The prefix "Ja" comes from the Greek word "jamapopolous" which is "a small plastic container." A "fee" in Latin is "one who enjoys wrapping his legs in cellophane." When combined to make Ja-fee it is pronounced as "Finch." —Ed.

PUTTING OUR HEAD-ROOM TOGETHER

I just th-th-th-thought your ALFRED E. HEADROOM in issue #269 was T-T-T-T-T-T-Totally C-C-Cool!

Michael Lopez
LaHabra, CA

After reading your latest issue (MAD #269), I was shocked to see at the newsstand an obvious imitation called TIME. How long have they been ripping you off?

Michael D. Lurie
Cleveland Heights, OH

The Imposter??

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HUMPBACK TO THE FUTURE DEPT.

Admiral's Log—Stardate: 8756½. We have been in space since Earth-year 1966—on prime-time TV, in syndication and in three motion pictures, not to mention merchandising, cartoons, and arcade games. We have endured adoration, exploitation and a horrible first film. Yet we go on, resisting age, wrinkles and flab. But now, the end may be in sight as we return home in...

We have a **choice!** We can return to Earth and be **court-martialed** and **executed** for **mutiny, treason** and wanton **destruction** of a **sequel** or we can remain here, marooned on **Vulcan!**

What happens if we choose to **stay?**

We'll spend the rest of our days living the life of a **free-wheeling Vulcan**—like **Schlock,** here.

Some choice! Either way we lose! I choose **Earth!** At least **death** is more **interesting** than **terminal boredom!**

Spotty, have you seen any **Vulcan TV?** Their top-rated show is **"Life-Styles** of the **Dull** and **Inert!"**

Earth once had TV like that! It was called **PBS!**

Centuries ago, Vulcan was called **"The Dead Planet"!**

You can't beat **ancient wisdom!**

Hello, **Admiral!**

Schlock, I'm your **old comrade!** Call me **Jim!**

And I'm **director** and **co-writer** of this **film!** Call me **SIR!**

HU-PERSON BEING.

Εἰρήνη

POKÓJ

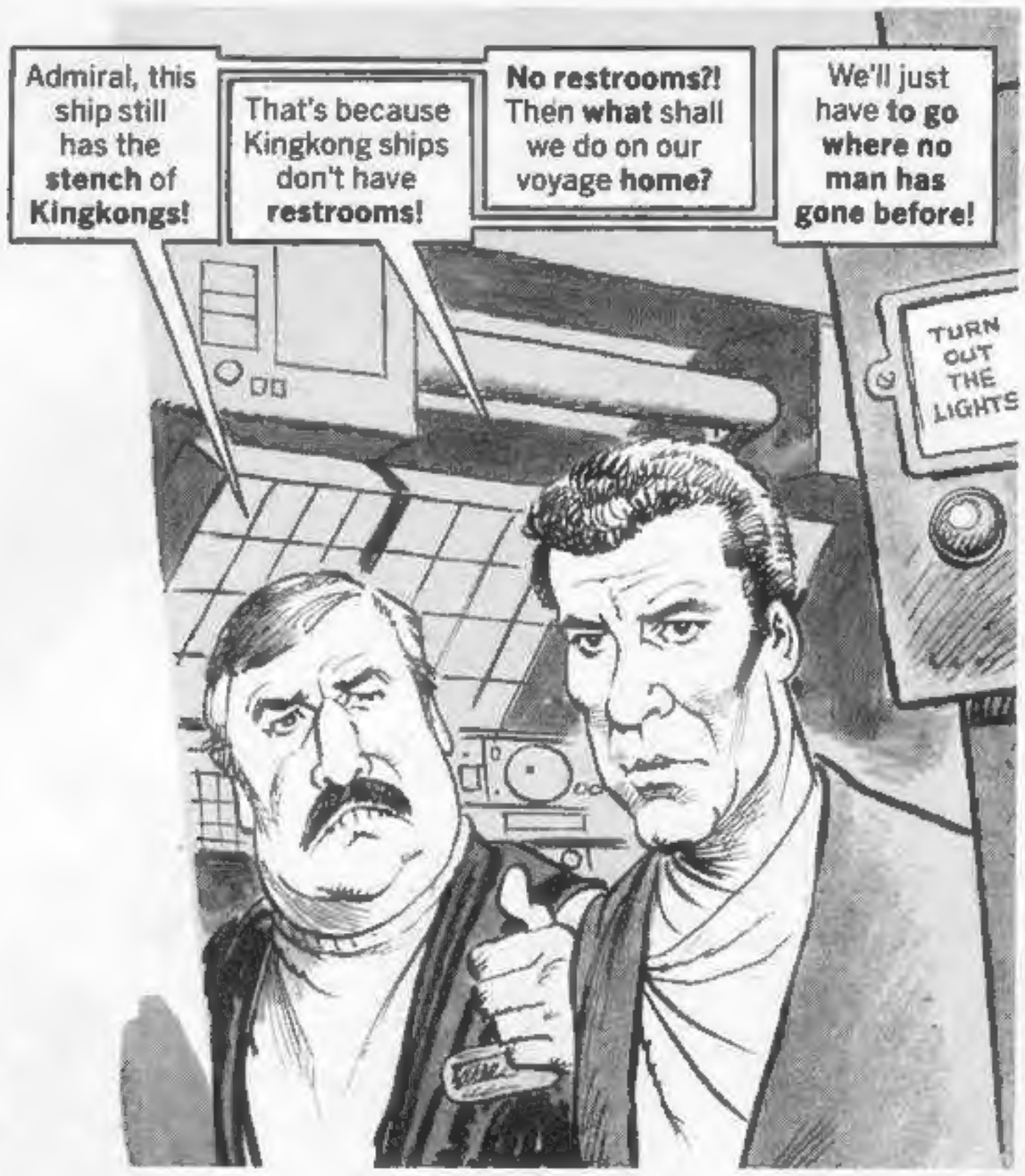
QUELICKO

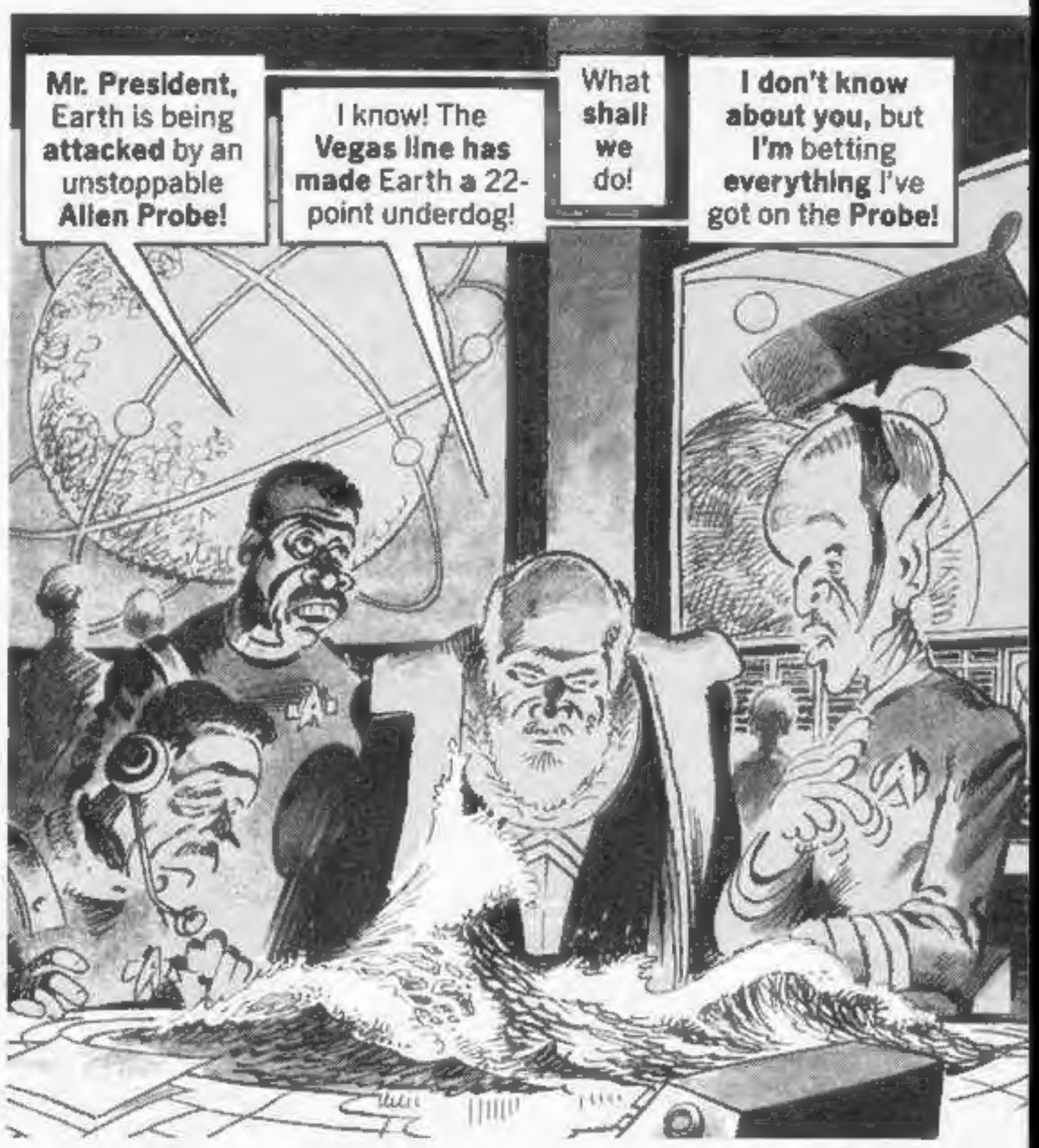
DRUCKER

STAR BLECCH IV

THE VOYAGE BOMBS

ARTIST: MORT DRUCKER WRITER: FRANK JACOBS


Admiral, this ship still has the **stench** of **Kingkongs!**
That's because Kingkong ships don't have **restrooms!**
No restrooms?! Then **what** shall we do on our voyage **home?**
We'll just have **to go where no man has gone before!**
TURN OUT THE LIGHTS


Mr. President, Earth is being **attacked** by an unstoppable **Alien Probe!**
I know! The **Vegas line has made** Earth **a** 22-point underdog!
What **shall we** do!
I don't know about you, but **I'm** betting **everything** I've got on the **Probe!**

Admiral, we're getting **distress signals** from the West Coast of the United States!
What do they **say?**
I can only make out two words: **"SURF'S UP!"**

Conclusion, Mr. Schlock?
Such as?
Earth is being threatened by an **alien probe** seeking **life forms** that **no longer exist** on the planet.
Honest politicians, **trustworthy** repairmen, **quarterbacks** who **stay in** the pocket and a **tin man** with a **heart!**
SEARCH MODE
O.K.! O.K.! I WAS UNFAITHFUL, BUT THAT WAS 108 YEARS AGO!

The **probe** is emitting a **terrifying groaning sound!**

Can we **identify** it?

The computer gives us **two choices!** It's either **whale talk** or a recording of a **rock star** from the 1980's named **David Lee Roth!**

Tough choice! Let's see pictures of **extinct whales!**

ALGA HAGOON

You **mule-eared ninny!** That's the **Prince** and **Princess** of **Wales!** I thought you Vulcans were **intellectual giants!**

Yes, but we're **lousy spellers!**

We **could** time-warp **back** to **1987,** pick up **two whales** and transport them back to the **23rd century!**

Nah, even if we **succeeded** it would only mean **another sequel!**

That's easy for **you** to say, sir! **You** can always grab **another series,** like **"T.J. Hooker!"** But for **Dr. McGoy** and **me,** no more sequels means the **end of our careers!**

Very well! Using the **"slingshot effect,"** we'll shoot **around the sun** and zoom **backwards in time!** If nothing else, we'll get a **gorgeous tan!**

WHOOOSH!

We've landed among a bunch of **wild, lawless Kingkongs!**

No, Mr. Spott! These are **typical citizens** of **San Francisco** in 1987!

I'd feel **safer** with **Kingkongs!**

We'll need some **20th-Century American money! Yuhuhu,** as an attractive **woman,** it's your job to go **hustle** those **sailors!**

Admiral, may I **remind** you, we're in **San Francisco!**

You're **right! Sumu, Checkout, YOU** go **hustle** those **sailors!**

NO TURNS

EVERYTHING MUST GO. IDIOT SON

107

BAR

MY KINKY, OR YOURS?

POT MIN

TAXI

CAB 555 1300

RAPID DELIVERY SERVICE

DANGER AVALANCHE

We need **exact change** for the bus, so I changed a **$50 bill** with that **honest-looking man!**

Interesting! This coin says **"Wheaties NFL Stars"** and has a **portrait** of someone named **"Walter Payton"!**

Mine shows **"Joe Montana"!** I believe they were both **U.S. Presidents!**

Your **knowledge** of **history** is **impressive!**

These whales are named **Gorge** and **Greasy!** I'm **Galleon Tailfin,** a leading **whale expert!**

How **big** are the whales?

Real big! Some are even **bigger!**

Do they have **human characteristics?**

We **think** they do **except** when they **don't,** but even when they **don't,** we think they **do!**

What's Galleon's **background?**

Writing **speeches** for **Ron Reagan!**

What's your friend doing with **Greasy?**

He's **communicating** with her through a **Mind-Meit!** He has **unusual powers!**

But he's **blowing in her ear!**

He's **also** kind of **kinky!**

I've taught Gorge and Greasy **everything** they know!

Then you're aware **Greasy** is **pregnant!**

...everything except **birth control!**

What's more, **Gorge** is **denying he's the father!**

It's **true!** Whales **do** have **human characteristics!**

SAVE THE WHALES SO THEY CAN SAVE US LATER!

HUG A WHALE

I feel you're **hiding** something from me, **Jim!**

Okay, I'll **level** with you! I command a **space-ship** in the **23rd Century,** which has **returned** through **time** to **save Earth** from **extinction!**

What a **relief!** I thought you were going to tell me you were **married!**

I couldn't get the **plexiglass** for the **whale tank** unless I **gave** the dealer **something** in **return!**

What did you **give** the guy?

Two **phasers,** a case of photon **torpedoes,** a Romulon **torture kit** and **free passes** to the April 2288 **Guron Film Festival!**

Good, just so long as you didn't **blow** our **cover!**

Let's **mess around** Jim! How about it—**my century** or **yours?**

Why **me?** Surely there there are **available** men **here!**

Men?! Here?! In **San Francisco?!**

We've **beamed** the **whales** aboard! Take her **up** Mr. Sumu!

I'll **try!** But the **weight** may be a **problem!**

The weight of the **whales?**

Of **Mr. Spott!** Have you seen his **waistline?** He's a **house!**

WHOOOSH

Wow! It's **amazing!** Absolutely, truly **amazing!**

Amazing that we **successfully** journeyed **back** in time and then **returned?**

No, **amazing** that we spent all that time in **San Francisco** and heard only **two bad gay jokes!**

Schlock, **you are** not accused! **You do not have to stand there with the** others.

I want to be with my friends!

Very well! You are all accused of **mutiny** and **treason!** The **penalty** for these crimes is **death** by **hanging**—after being **shot!**

Mr. President, I **said** I wanted to be with my **friends.** May I **join them?** They're sitting **over there!**

INTELLECH

COMMONS

Admiral Quirk was **demoted** to **Captain** and **given back** his **spaceship!**

Too bad they didn't **demote** him to **private,** he could have gotten the **whole fleet!**

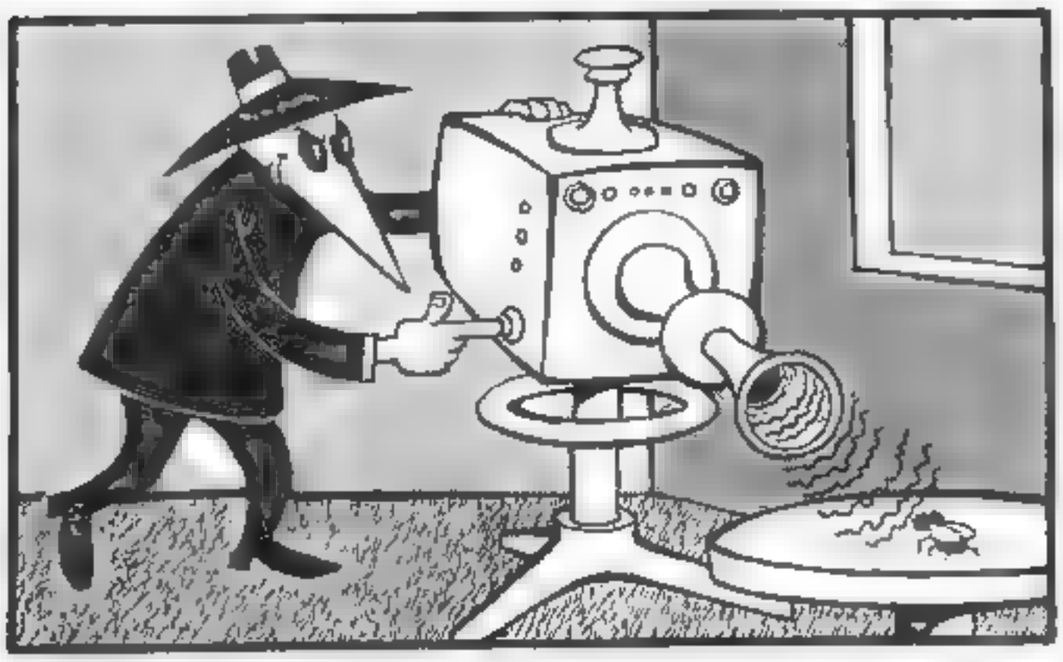
Although they found us not guilty, do you realize that by **allowing** a **woman** of **1987** into the **23rd Century,** we **violated** one of the **basic laws** of **time** and **space?**

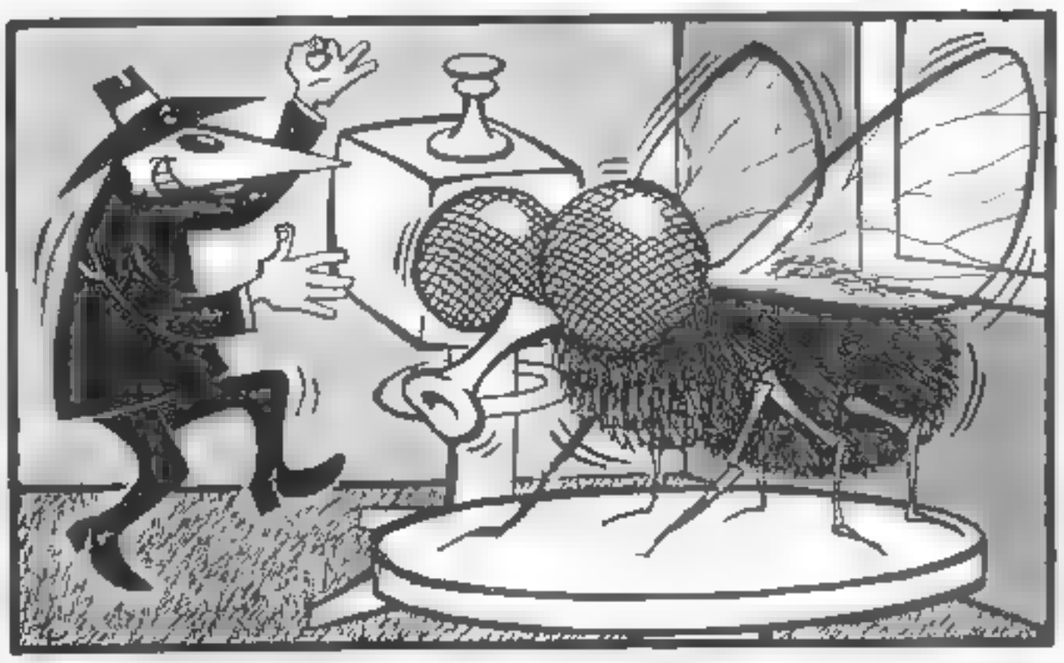
Yuhuhu, how **long** are you going to allow these **space cadets** to **run your life?!?** Let's **stand up** to these **sexist pigs** and **demand our rights** as **women!**

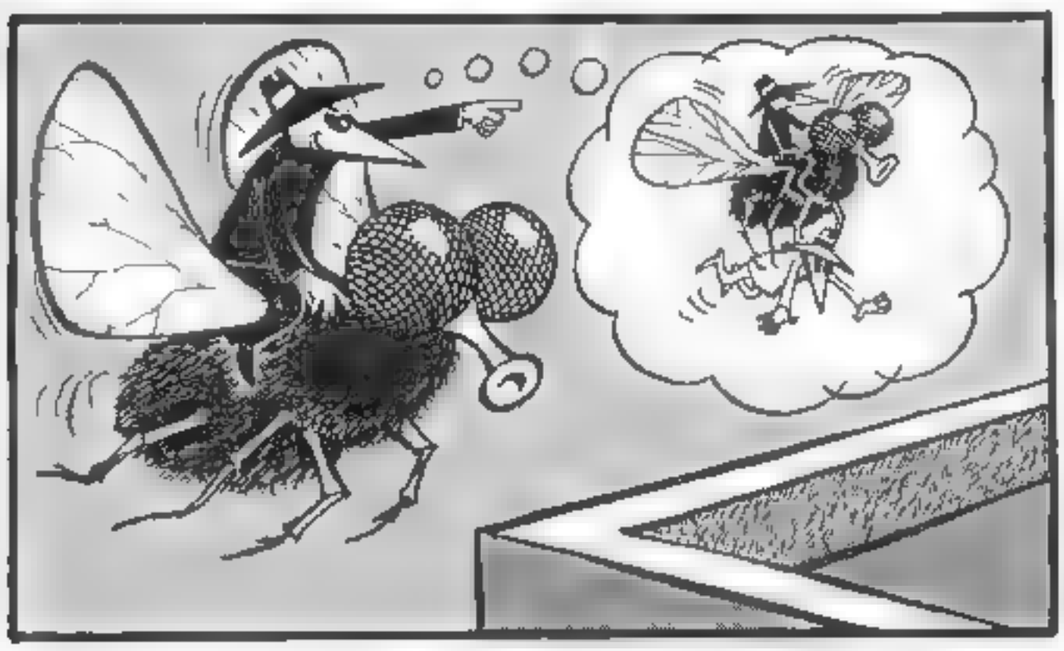
I **see** what you **mean,** Schlock! **Next sequel, Galleon** goes **back!**

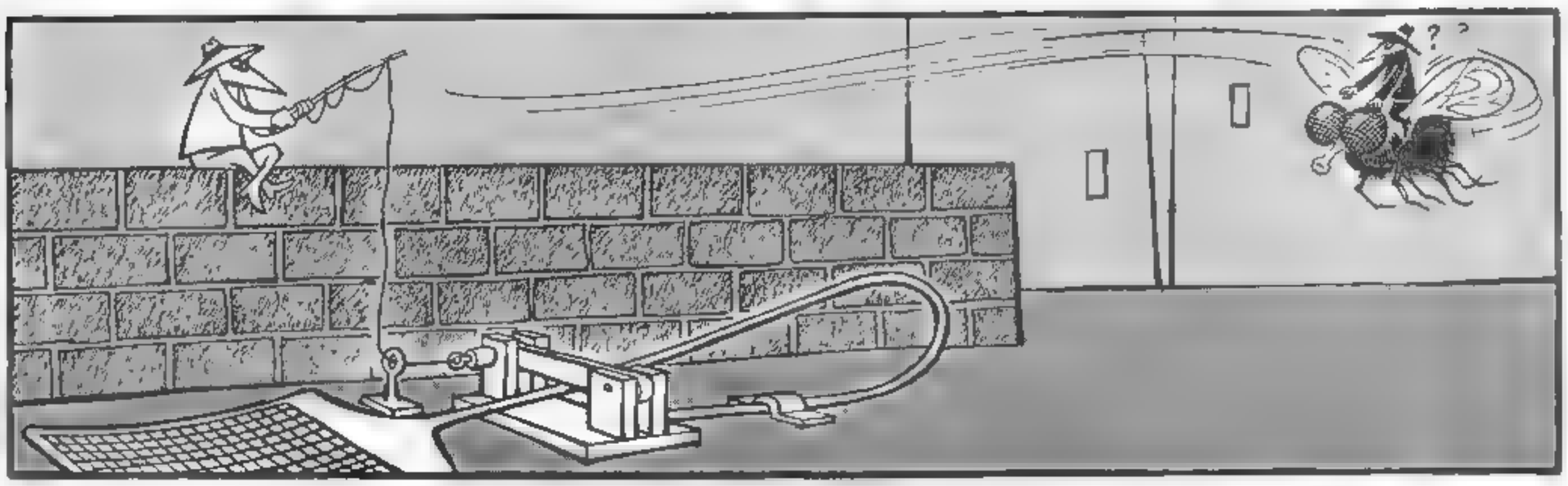
YENTAPRISE

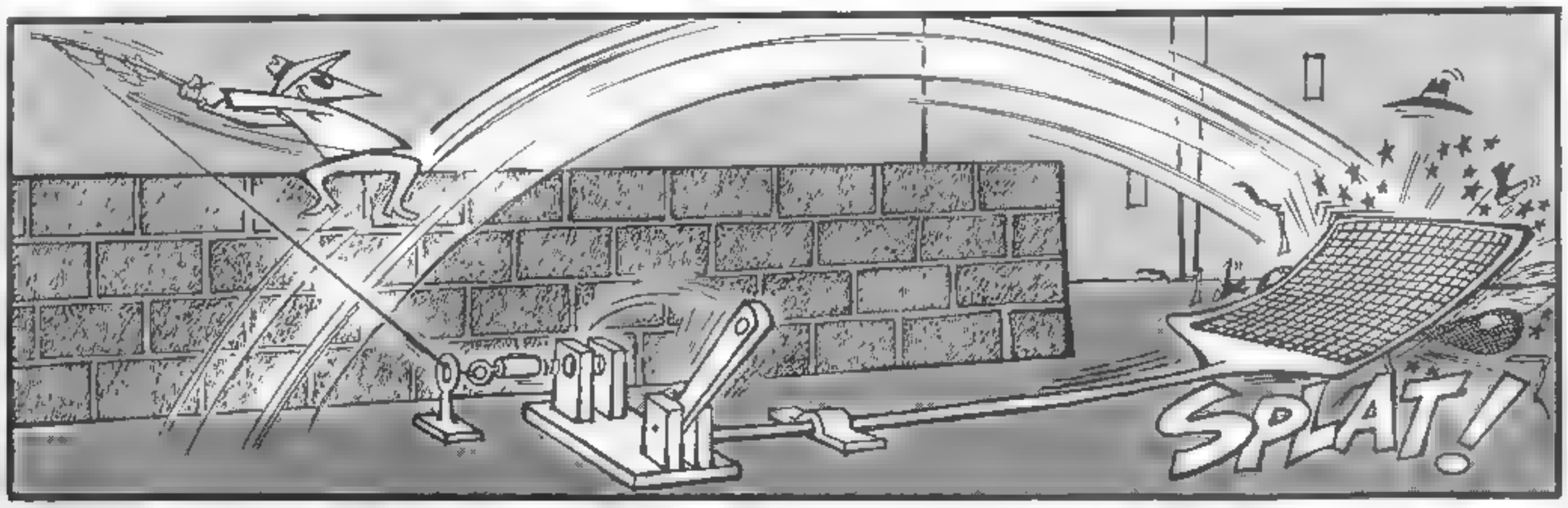
DANGER
RADIOACTIVE
WASTE
SPY vs SPY









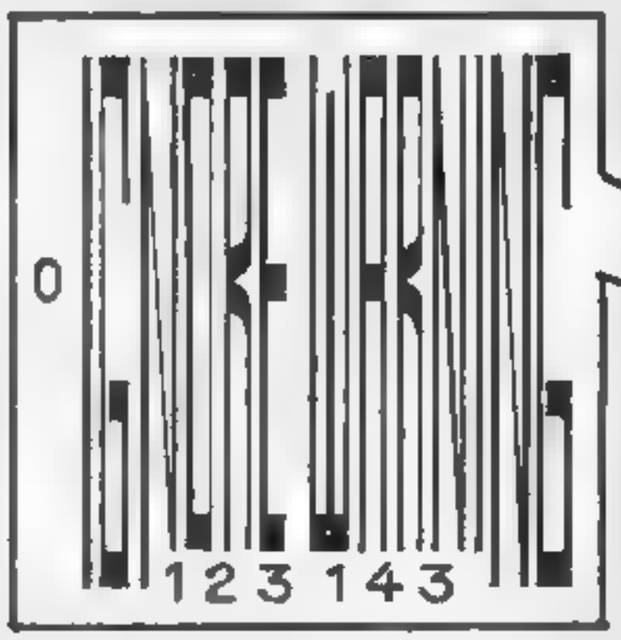

SPLAT!

CATCHING A BAD CODE DEPT.

You probably know that UPC symbols are required for most products. But did you know that some companies are making plans to use the UPC symbol as a propaganda tool? Well, to dis-

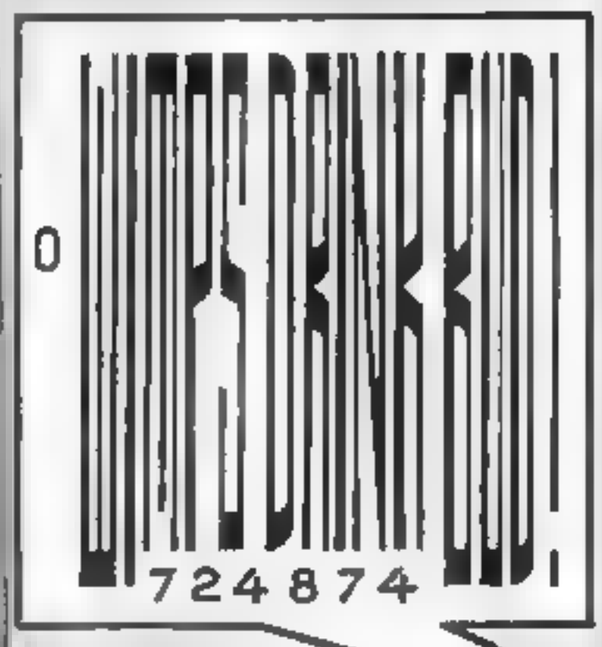
SNEAKY U

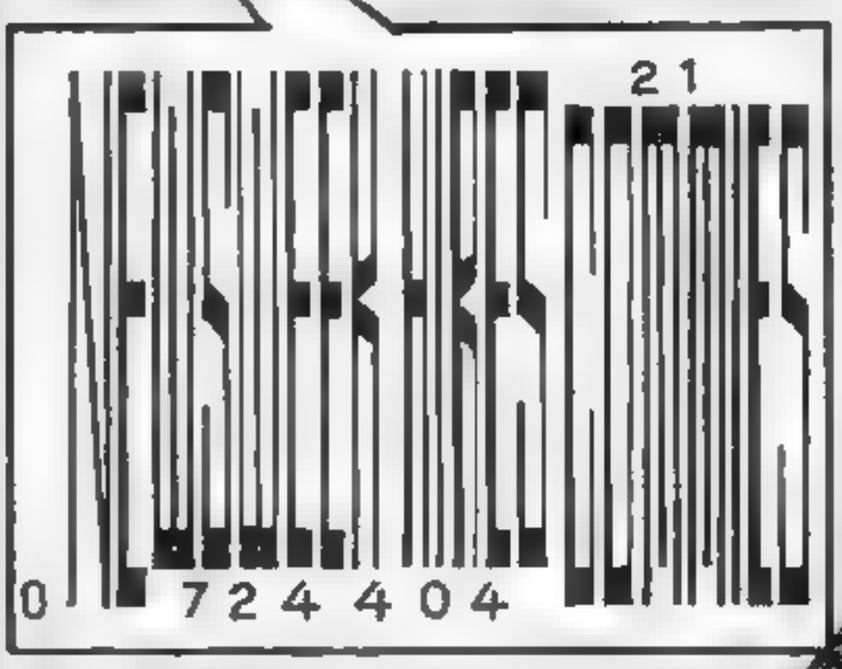
ARTIST: BOB CLARKE WRITER: FRANK JACOBS

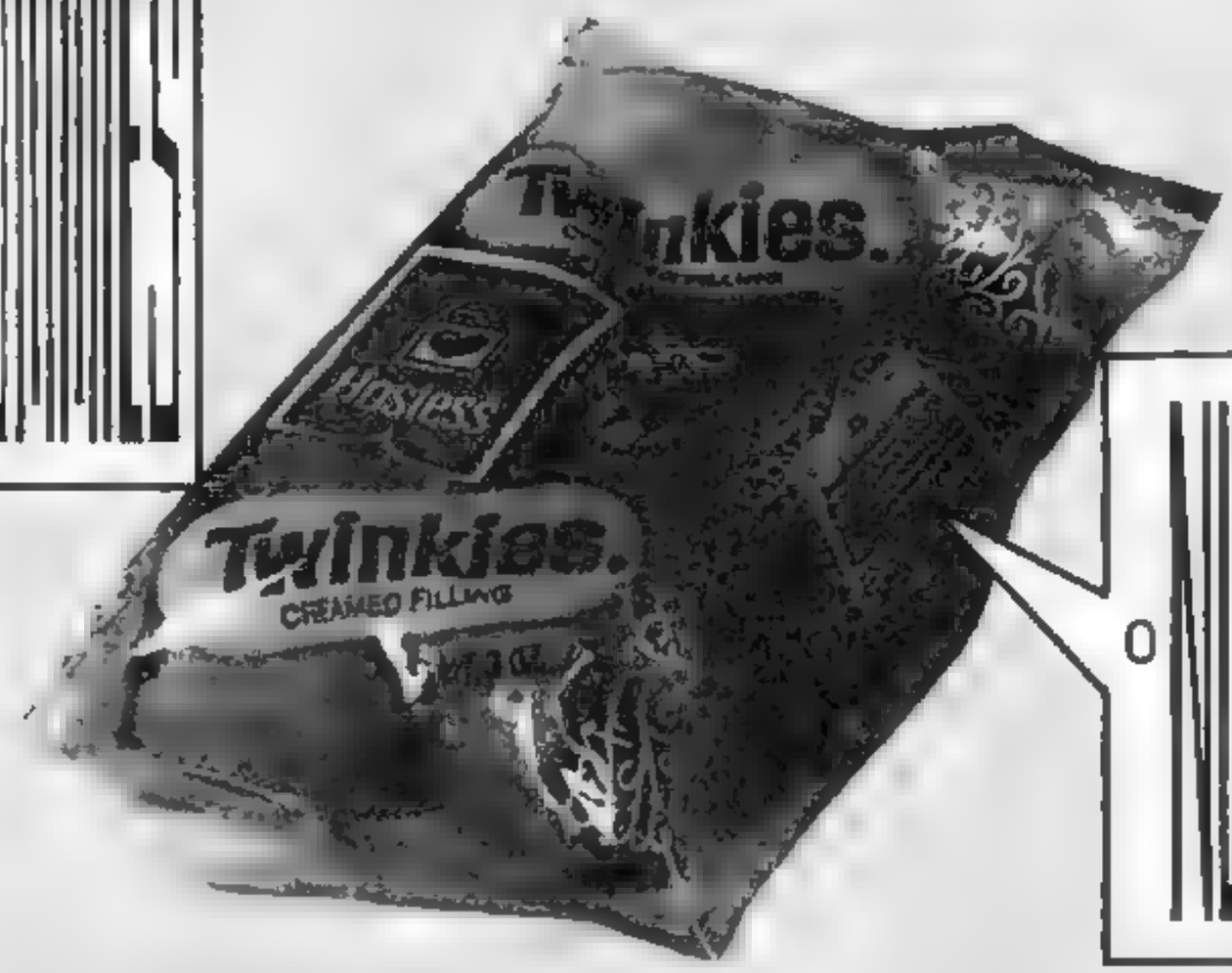


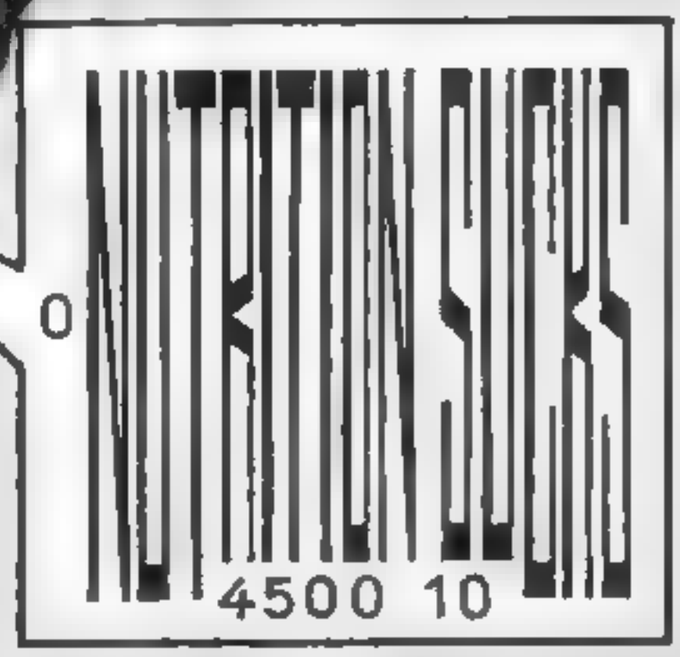
cover what lies in store for the unsuspecting consumer, simply tilt these pages at eye level and prepare for a shock! Then look very closely and you'll get a preview of these...

PC SYMBOLS









PASS KISSING DEPT.

Are you tired of getting Cs and Ds on your school papers? Wouldn't you rather get A+, like the kids who take the time to study do? You can! It's simple! Getting an A+ has little to do with how much you know, and a lot to do with how much baloney you can dish out to please your teacher! Confused? You won't be once you read the following genuine examples that comprise...

THE BROWN NOSER'S GUIDE TO WRITING A+ SCHOOL PAPERS

ARTIST BOB CLARKE WRITER TOM KOCH

THE SURE-FIRE A+ BOOK REPORT

"The Legend of Sleepy Hollow" is a little moan piece of litterchure that might have remained unnoan if Miss Fennery hadnt moan to assign it, thereby making it moan to all of us

The imajry, caracter development and verbs were all neat, especialy in the middle part which a lot of students skip over, but I didnt.

The ending was good too, which I read clear up to the last word noaing that Miss Fennery wouldnt have assigned us litterchure that nobody would otherwise read unless the ending was as good as the rest of it.

THE SURE-FIRE A+ ENGLISH COMPOSITION

I spent my summer vacasion at my Mom's brother who lives near Peoria's farm, where I wandered (as Wordsworth so apply put it) "lonely as a cloud that floats on high o'er vales and hills."

I thaught at the time that I never would have known how I was wandering if Miss Neebler hadn't braudened my mind last semesser by exposing me to Wordsworth.

I also helped my Mom's brother with the pigs, but I liked thinking about Wordsworth better, which makes me glad to be back at school taking English III because Miss Neebler may expose me to Wordsworth again this semesser.

THE SURE-FIRE A+ HEALTH & HYGIENE ASSIGNMENT

For my indavigil home workout program, I got 2 bricks and lifted them all year so I could develop my upper body mussels to look like Mr. Nance, whose torsow always buljes out of his T shirt real terific during calusthetics.

I lift the bricks 20 times a day and havnt missed even once because I keep thinking how all the girls (and some of the guys) go ape over Mr. Nance's upper torsow. Also I want to have healthy biseps and pecoral mussels to lead a healthy life. But mostly I want to have a sexy upper torsow like Mr. Nance.

THE SURE-FIRE A+ CHRISTMAS PROJECT REPORT

As my Christmas projeck for extra credit, I and Wanda Schimmer decorated the Teachers Lounge for Christmas. Wanda did it mostly to get a good grade for the semester which is why she told everybody she was doing it. I didnt tell nobody excepting my folks and some good friends and now in this report. Mostly I did it because I feel overcome by niceness at Christmas time.

I put all the colored jelly beans and cookies with sprinkles under the tree as my part of the projeck Wanda only hung isickles on the bottom branches as her part which is why it's not my fault that there werent enough isicles.

THE SURE-FIRE A+ SCHOOL NEWSPAPER ASSIGNMENT

Sparked by Faculty Advisor Merle Badwey's rousing words of encouragement, our Blue & Gold basketeers upset the Nixon High Polecats last Friday, 71-67. Later, in the victorious dressing room, Mr. Badwey told your reporter that he felt the pre-game pep talk was his best of the year, and had been modeled after Napolean's speech to the French Army in 1814.

Mr. Badwey was an all-state debater at South Central in his undergrad days, and proved Friday that teaching without notes has kept him in shape.

Another good performer against Nixon High was Slats Gander who scored 43 points.

THE SURE-FIRE A+ SOCIAL STUDIES ESSAY

Choosing a topict for this paper, I chose the role of school teachers and other opresed minorities in our Democratic society.

First, I read a lot of books about the Cominists and other foreiners who probly treat their school teachers even worse than we do.

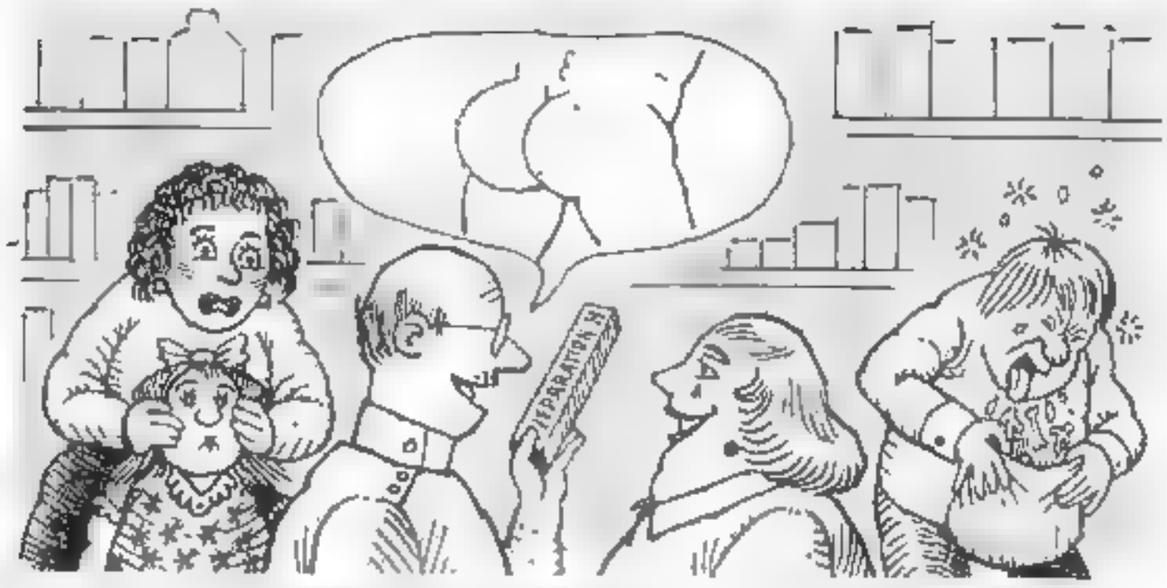
And that was my finding. The more barbearian a country gets, the less it probly pays its school teachers. We should lern from the examples I read about in all those books and save Demacrasy by paying our school teachers a living waige. Or else we'll lose our Demacrasy to the Cominists like what happened in Cominist countries.

AND NOW AN ABSURD FROM OUR SPONSORS DEPT.

Are you one of those people Madison Avenue ad-men dream about? Drool over?

MAD'S ADVERTISING

ARTIST: AL JAFFEE

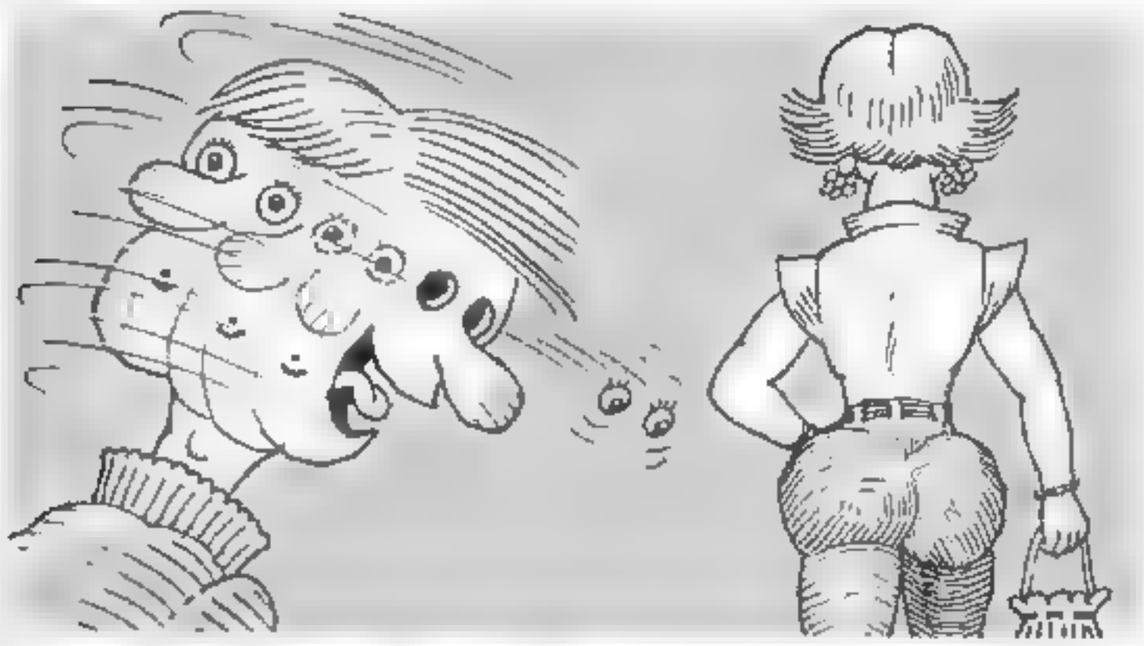


1) Do you believe that people in the real world would carry on a 30-second conversation about hemorrhoids in a crowded drug store?

☐ YES ☐ NO

2) Do you believe that those "respected wine authorities" would continue to be respected if they really did recommend a $2.98 California wine to their friends?

☐ YES ☐ NO



5) Do you really believe that it's the designer label on the backs of jeans that are attracting all the attention?

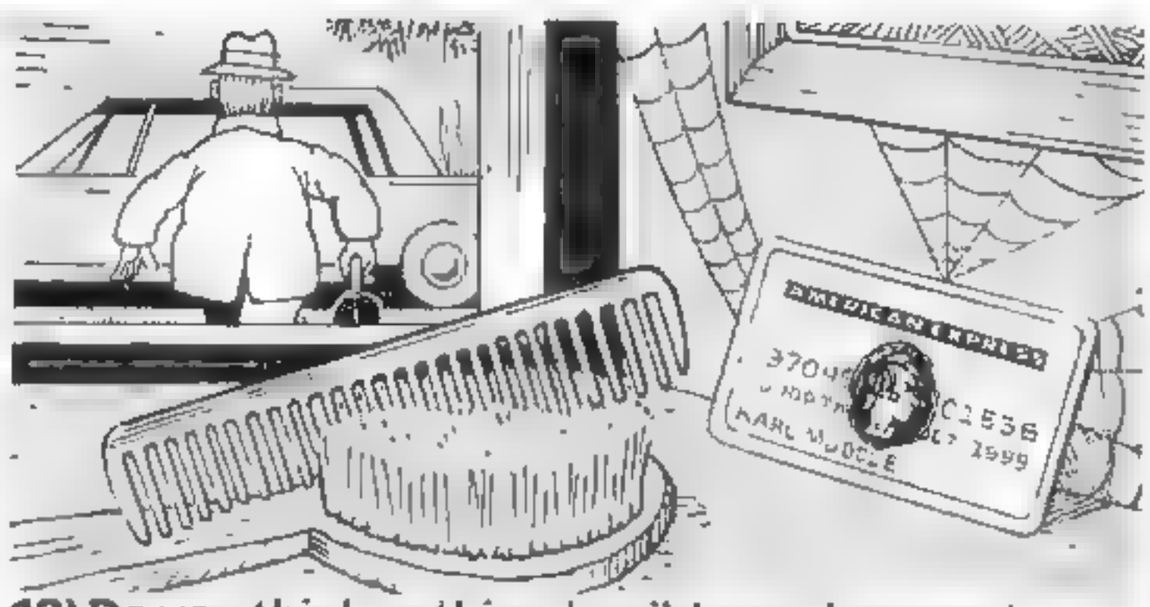
☐ YES ☐ NO

6) Do you wholeheartedly believe that anything labeled "100% natural" must be good for you?

☐ YES ☐ NO

9) Do you actually think the military offers the best career training for future civilian life?

☐ YES ☐ NO



10) Do you think nothing terrible can happen to you just because you remembered to leave home with your American Express Card?

☐ YES ☐ NO

Here's your chance to find out just how easy a mark you are by taking...

GULLIBILITY TEST

WRITER: MIKE SNIDER

3) Would you truly be surprised to find some soap suds in your kid's clothes right after you washed them? ☐ YES ☐ NO

4) Would you buy anything just because it has the words "DIET" or "LITE" on it? ☐ YES ☐ NO

7) Do you believe that the only thing stopping a beautiful woman from finding an absolute nerd "irresistible" are "fresher breath and whiter teeth"? ☐ YES ☐ NO

8) Do you take Bob Hope's advice on motor oil even though he hasn't driven or cared for a car in over 40 years? ☐ YES ☐ NO

11) Do you believe "squeezability" is the definitive test for determining the quality of toilet tissue? ☐ YES ☐ NO

SCORING

Tally up all your "YES" answers.

0–2 **LOW GULLIBILITY** Go forth and watch commercial TV without fear!

3–5 **AVERAGE GULLIBILITY** Try and "keep your guard up" a little better. No more $50 jeans!

6–9 **HIGH GULLIBILITY** *Never* shop alone; get the advice of *three* friends before you buy *anything*!

10–11 **FIRST-CLASS SUCKER** But all is not lost—*if* you ACT NOW and sign up for our at-home Anti-Gullibility Correspondence Course. ONLY $695.99. Mastercard and VISA accepted.

INSOMNIA

BERG'S-EYE VIEW DEPT.

THE LIGHTE

CONTENTMENT

I thought you said Michelle was a **complainer!** It looks like she's **having a ball!**
That's because this **party stinks!** Everyone is a **creep** or a **bore!** The **food sucks,** and whoever picked the **music** is **tone deaf! Of course** she's having a **marvelous time...**
She's able to **find fault** with **everything!**

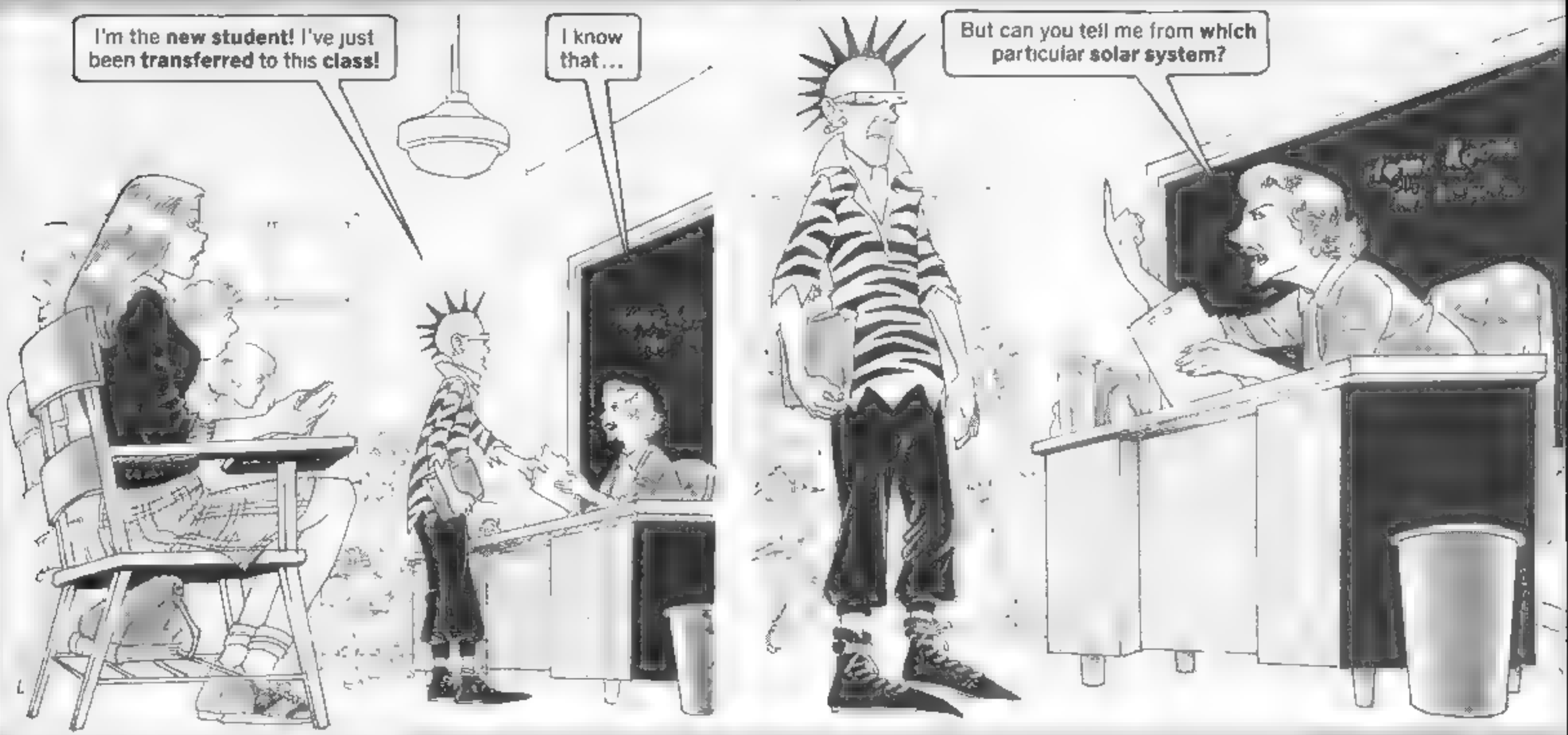
GARDENS

This is impossible! I've never had a garden before, and I don't know which are plants and which are weeds!
It's all very simple! Just pull out everything!

R SIDE OF...

ARTIST & WRITER
DAVE BERG

RECOGNITION


I'm the new student! I've just been transferred to this class!
I know that...
But can you tell me from which particular solar system?

SEPARATION

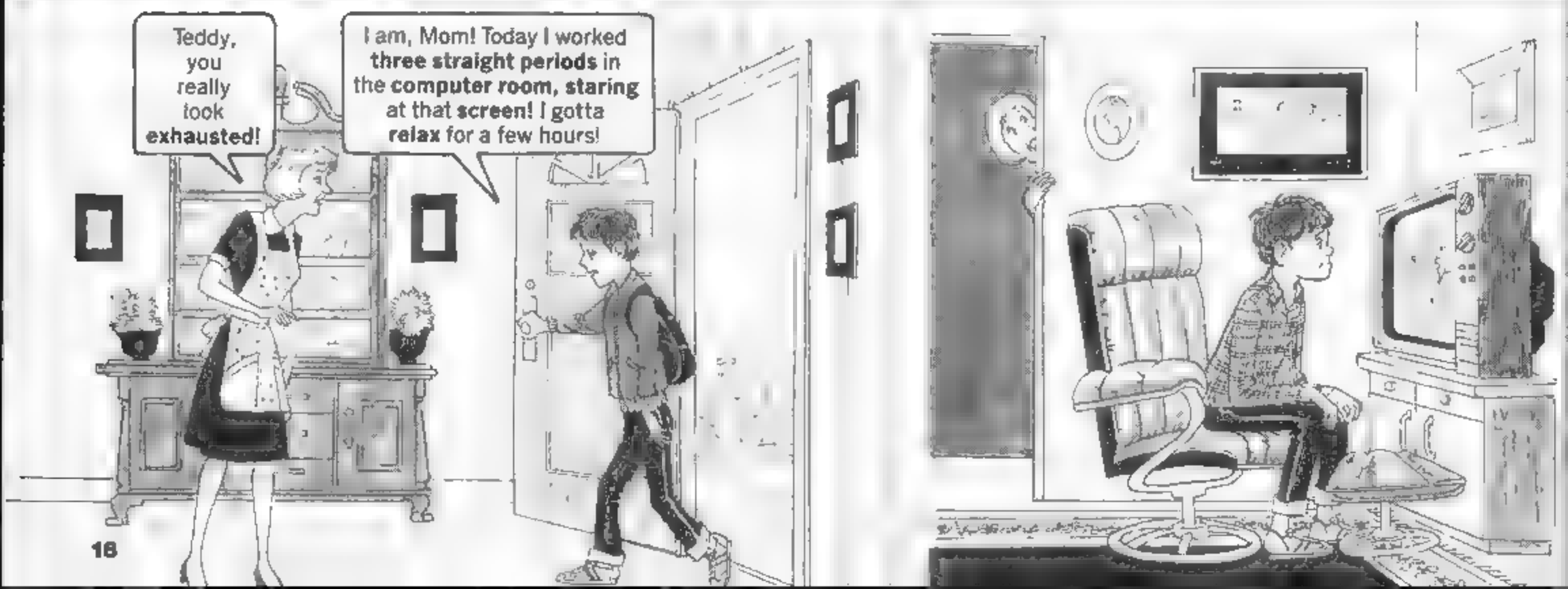
Man, am I **feeling low!** Candace **packed up** her **things, loaded 'em** into the **car,** and **drove off!**
Gee, that's **too bad** Charlie! She was a **real beauty!**
I'll say! And I just had her **tuned up** and **waxed!** Man, I **loved that car!**

THE TELEPHONE

HI TECH

This **gadget's wild!** It's a **key chain** that's **impossible** to **lose!** All you do is **whistle** and it sets off a **beep** so you know **exactly where it is!**
That is **remarkable!** Where'd you get it?

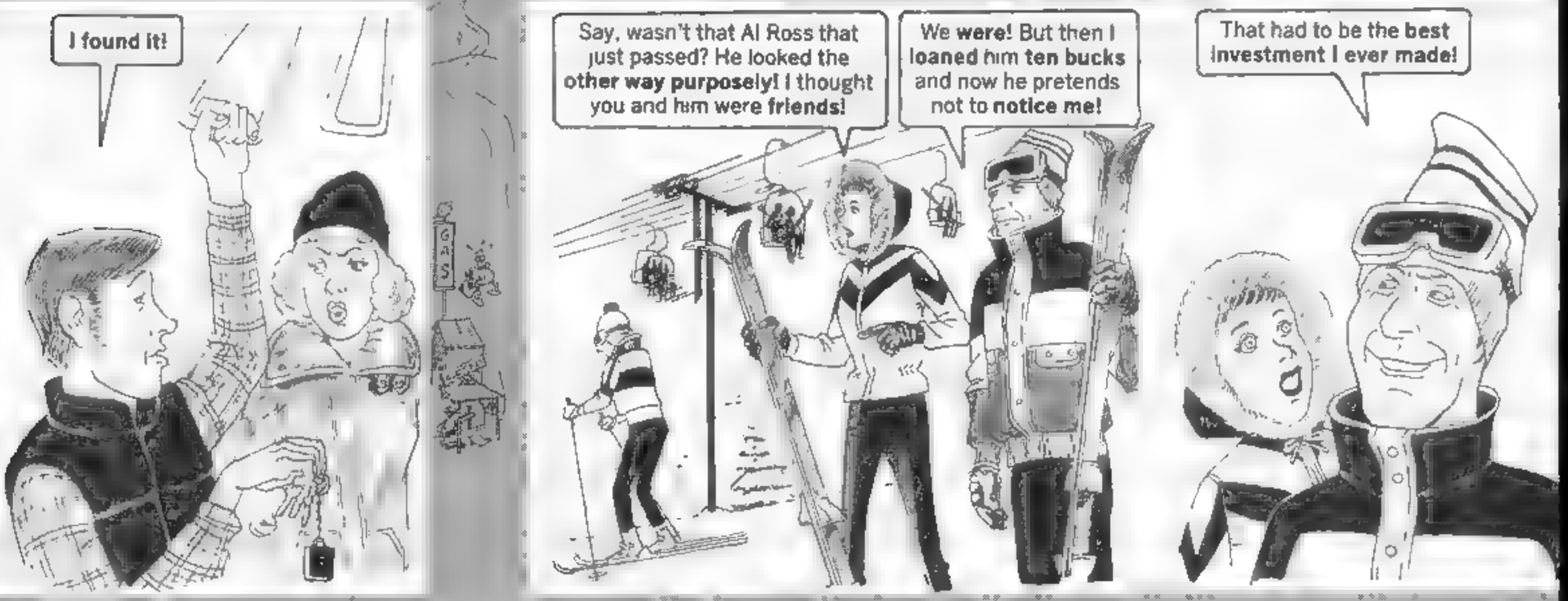
COMPUTERS


Teddy, you really look **exhausted!**
I am, Mom! Today I worked **three straight periods** in the **computer room, staring** at that **screen!** I gotta **relax** for a few hours!

TAXES

Hmm, I don't know if I should use the **short form** or the **long form**...
What's the **difference?**
Well, with the **short form**, the **government gets most** of my **cash**...
With the **long form**, my **accountant gets most** of my **cash!**

BORROWING


I found it!
Say, wasn't that Al Ross that just passed? He looked the **other way purposely!** I thought you and him were **friends!**
We **were!** But then I **loaned** him **ten bucks** and now he pretends not to **notice me!**
That had to be the **best investment I ever made!**

NEW APARTMENTS

So you **finally did it,** Maria! Your **own place!** I'll bet your **parents** thought you'd **never survive** on your **own!**
You know it! Especially my mom! She said, **"Once a slob, always a slob!"** But I said, "In my **own apartment** you'll be able to **eat off the floor!"** And I was **right**...
I don't have a **table yet!**

YOUTH

Gee, Dad, that was a great overhead smash!
You think that's something? When I was your age, I beat the Wimbledon champ!
You notice, the older Dad gets, the better he used to play!

WISDOM

DOCTORS

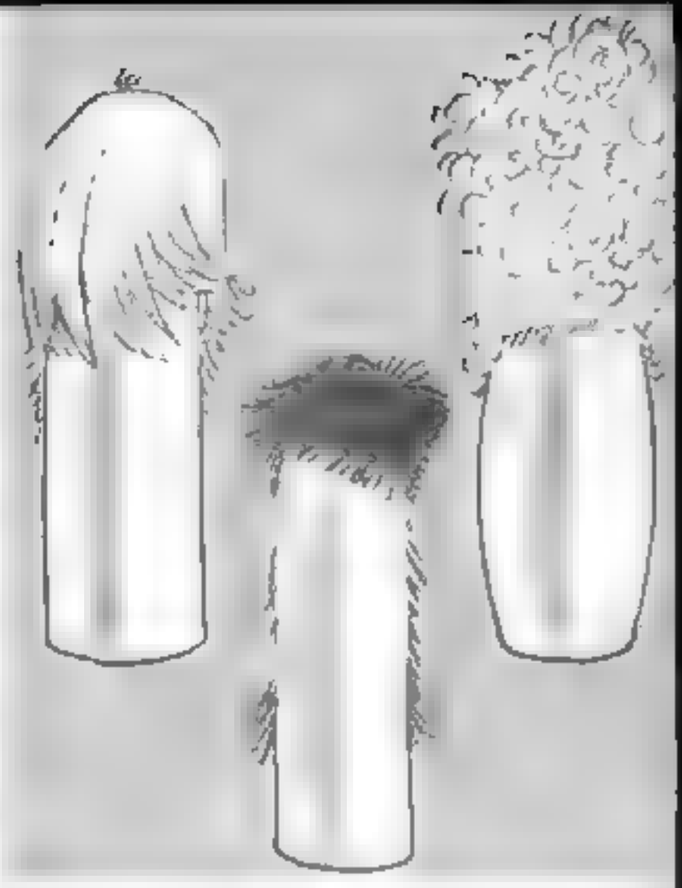
Most of your problems are stress related! Stop worrying so much!
To tell the truth, most of my worries are about paying your bills!
Well, a little worry can't hurt anyone!

Best Dressed Pets

Hairpieces of Hollywood

PERI-ODD-ICAL DEPT.

People Rejects



"All the articles that weren't fit to print!"

Finalist in a Three-Foot Hot Dog Eating Contest

ARTIST & WRITER: PAUL PETER PORGES

Music

DRESS REHEARSAL WITH THE 217 MEMBER
WAXPAPER AND COMB MARCHING BAND OF
THE UNIVERSITY OF WEST LEIBZIG

Body

DO-IT-YOURSELF
NOSE JOBS

Places

THE ONLY FULL-TIME HOUSEPLANT
CEMETERY IN NORTH AMERICA

Trends

WRESTLEMANIA HITS THE
NEW YORK CITY RUSH HOUR

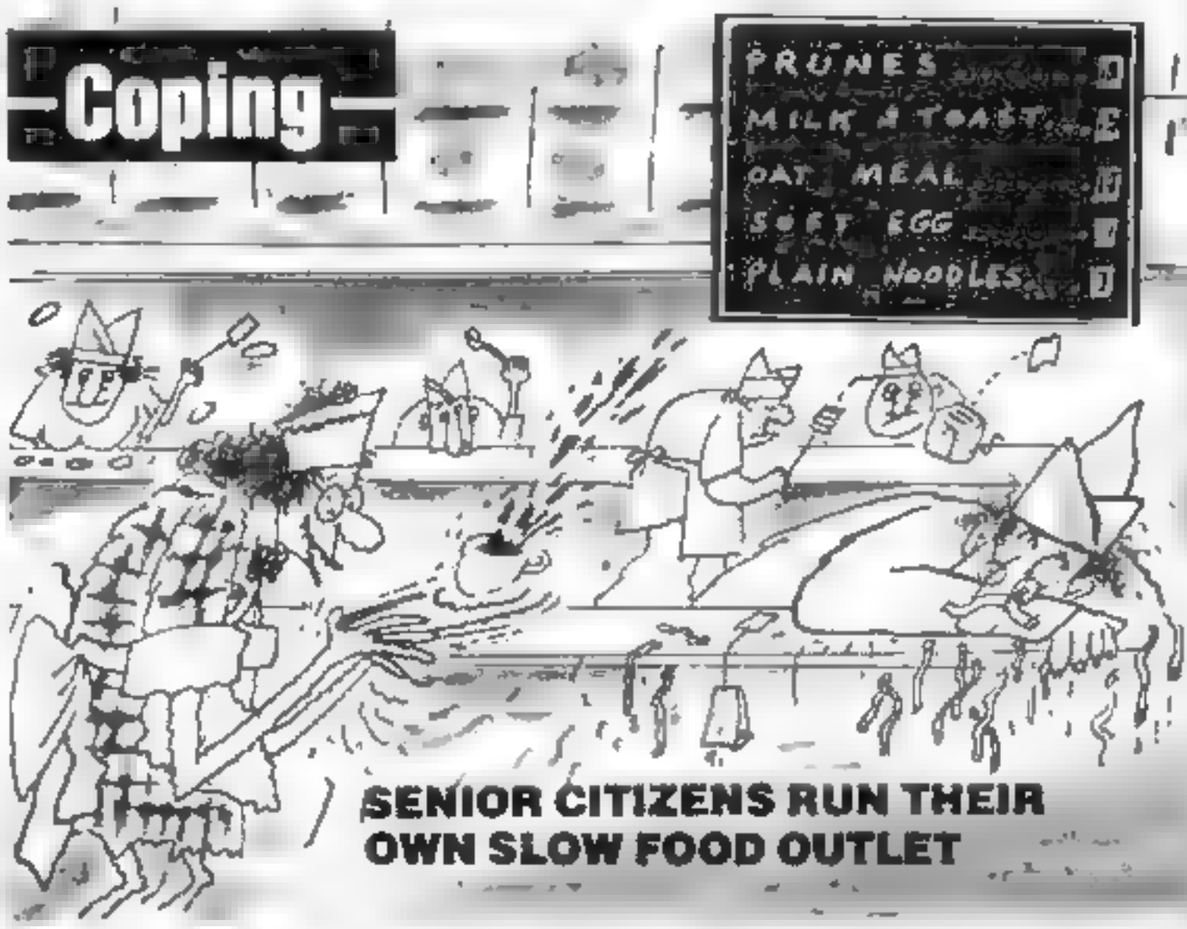
Event

GALA OPENING OF A TRUCK INSPECTION STATION ON ROUTE 17

Couples

DOGS AND MASTERS LOOK-ALIKES

Coping



SENIOR CITIZENS RUN THEIR OWN SLOW FOOD OUTLET

People

GET TOGETHER OF GUINNESS BOOK OF RECORDS LOSERS

PERPLEX EDUCATION DEPT.

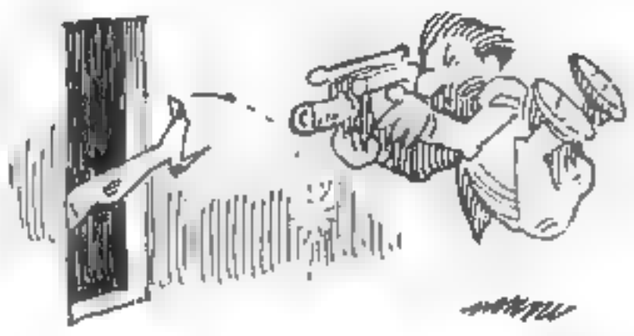
Years ago life was easier. The most pressing problem folks seemed to face was deciding which radio program to tune in that evening. But times change. Life's complexities have gone way

MAD'S MODERN

Where can you buy a winter jacket the da

remaining pleasures don't cause cancer?

divorce?

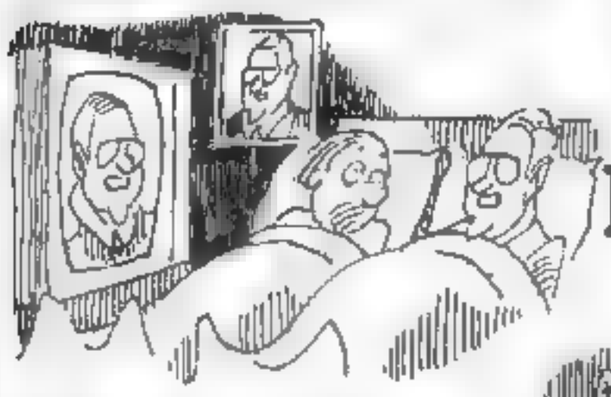


Where can you bu

What do you serve your vegetarian, holis

friend for dinner?

Is it pos



Do you have to buy earrings you

them?

Is $1.35 still "cheap"?

Day card for your gay, transvestite step-fat

travel to where the residents don't hate or

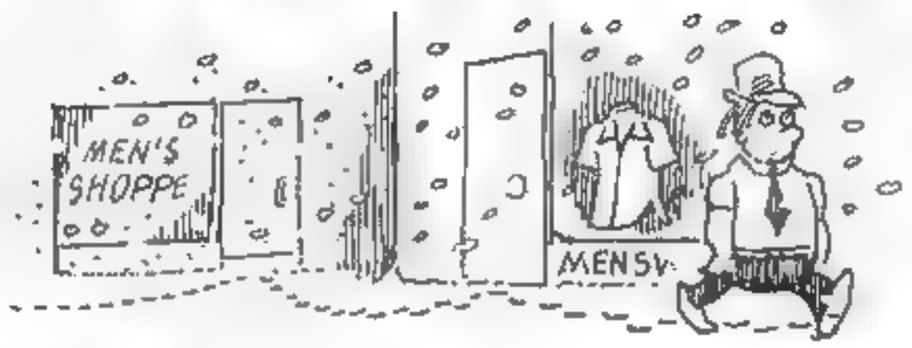
possible to suffer from an illness that Phil

ARTIST: HARVEY KURTZMAN

beyond just moving a little plastic marker from the morning music show to the shadow traffic report. As baffling dilemmas appear, we find ourselves searching desperately for answers to

N-DAY PUZZLERS

y after New Years?



Which

Should you video tape your

y a watch that just tells time?

tic, new-age, buddhist, feminist, rotarian

sible to totally avoid seeing Ed McMahon?

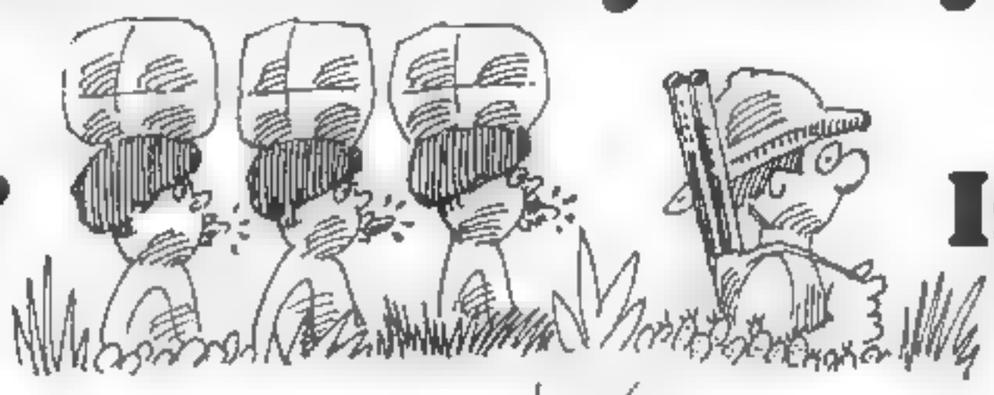
r boyfriend will like too, so you can share

Where do you find a Mother's

her?

What country can you

resent all Americans?



Is it

Donahue hasn't covered yet?

WRITER DAVID AMES

In a recent issue, we presented "MAD's Record Book for Televised Sports," a collection of the pointless, needless and totally useless bits of information brought into our lives every time we watch a sporting event on TV.

MAD'S RECORD BOOK FOR

ARTIST: JACK DAVIS

MOST "WE'RE #1!" GESTURES BY A FAN AT A TELEVISED COLLEGE GAME

39, by Freshman Bill Vorp, Utah Prep, 1/9/78. (Note: this record was later challenged when Vorp admitted he was merely displaying the splint on his broken index finger, and actually considered his school's team to be #568.)

MOST DIRT SHOWN KNOCKED FROM CLEATS BY A MAJOR LEAGUE PLAYER, LIFETIME

8,927 cubic yards, by Pete Rose, 1963–1986. This feat put Rose within 15 cubic yards of the non-sports earth-moving record set by the carvers of the Panama Canal, 1908–1915.

MOST CUTE SLEEPING BABIES SHOWN ON TV DURING A SINGLE INNING

74, at Comiskey Park, Chicago, 8/7/85. This impressive mark was set when TV coverage coincided with the team's annual Quadruplets-Get-In-Free Night.

MOST GRUESOME CLOSE-UP OF AN INJURED PLAYER, COLLEGE OR PRO

Farley Pulver, Dallas, 11/2/72. Cameras zoomed in for a graphic display of Pulver's brains oozing from his ears following his "low bridge" collision with Emil "The Blender" Jones. Pulver stayed in the game, however, and scored the winning touchdown.

You probably thought that article presented everything, *EVERYTHING*, you needed to know about the subject! Well you were wrong, Gatorade breath! There's more! So now (with all due apologies to Ed McMahon), we present . . .

TELEVISED SPORTS—VOL. II

WRITER: TOM KOCH

LONGEST TELEVISED TANTRUM FOLLOWING A FLUBBED TENNIS SHOT, TOURNAMENT PLAY

Five minutes, 51 seconds by Bjorn Bfree, 1977 Volvo-Virginia Slims-Louie's Diner Classic. After double faulting, Bfree dropped to his knees and proceeded to bang his head on the court approximately 275 times before lapsing into a coma.

MOST PLUGS FOR THE GOODYEAR BLIMP DURING A SINGLE TELECAST

64 (including 37 mentions of Hank Bleen, the blimp's pilot), by Pat Summerall during the 1977 Boll Weevil Bowl game between West Arkansas P&Q and Texas Illiterate.

FEWEST TELEVISED "HIGH FIVES" BY A BASKETBALL TEAM IN ONE GAME

One, by North Dakota Tech, 2/1/84, when team members saved their only display of jubilation for the merciful ending of their 25 to 149 loss to the Manitoba Barber College.

MOST LIFETIME PROFANITIES BY A COACH, MADE OBVIOUS TO LIP READERS WATCHING ON TELEVISION

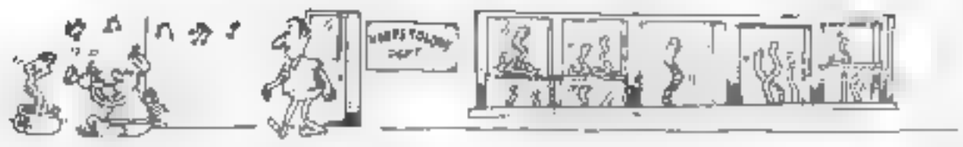
927, by football coach Fred "Foulmouth" Fineblowzer, during the 1957–1976 seasons. Curiously, all 927 used the same word, cleverly converted into nouns, verbs, adjectives and general comments about the ref's mother.

LOOK FOR THE UNION LIBEL DEPT.

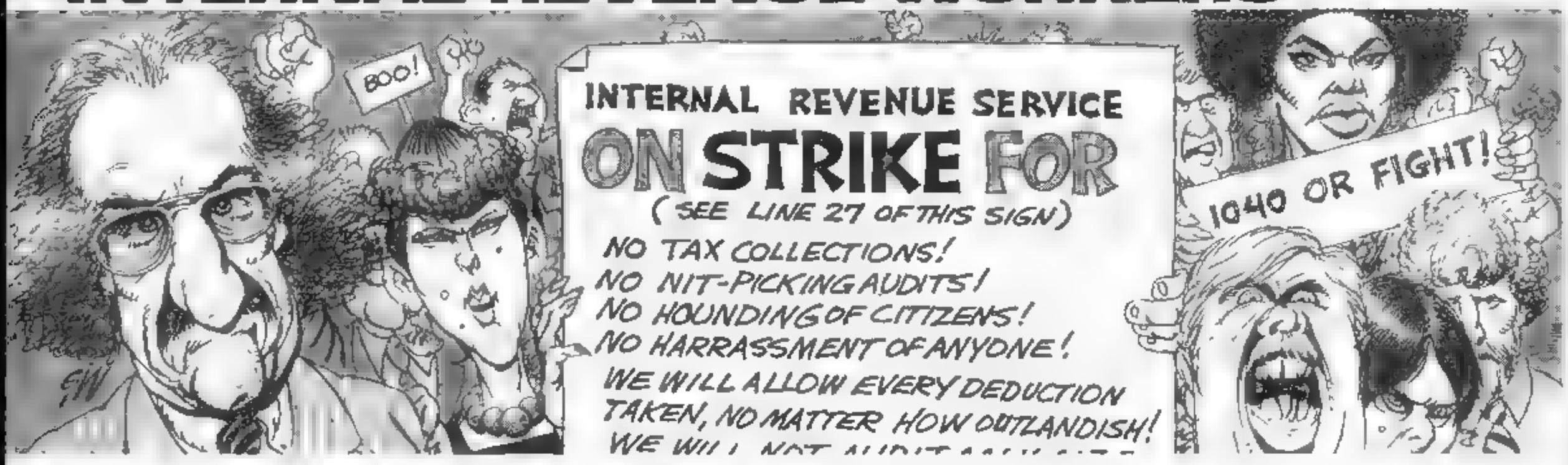
Whenever there's a strike, it's usually called by a group that we depend on for vital goods and services, like dairy workers, garbagemen or teachers. (That is, if you consider teachers vital?!?) Unfortunately, the clods and bimbos who continually mess up our lives or irritate us seem to never walk off the job! It is with these annoying folks in mind that we now present the picket lines of some...

STRIKES WE'
...and nev

T.V. EVANGELISTS



INTERNAL REVENUE WORKERS


BOO!
INTERNAL REVENUE SERVICE
ON STRIKE FOR
(SEE LINE 27 OF THIS SIGN)
NO TAX COLLECTIONS!
NO NIT-PICKING AUDITS!
NO HOUNDING OF CITIZENS!
NO HARRASSMENT OF ANYONE!
WE WILL ALLOW EVERY DEDUCTION TAKEN, NO MATTER HOW OUTLANDISH!
1040 OR FIGHT!

TOBACCO GROWERS

TOBACCO GROWERS OF AMERICA ON STRIKE FOR BETTER HEALTH BENEFITS!
WE DON'T NEED NO
WE ARE FUMING!
SMOKE 'EM OUT!
WE'LL USE OUR LAND TO GROW HEALTHFUL FOOD INSTEAD OF TOBACCO BEFORE WE GIVE IN!

D LIKE TO SEE OCCUR
er see settled!

ARTIST: GEORGE WOODBRIDGE WRITERS: CHARLIE KADAU & JOE RAIOLA

WE DEMAND SUNDAYS OFF!
NO MORE LONG-WINDED APPEALS FOR DONATIONS FROM THE SICK, ELDERLY AND GULLIBLE UNTIL OUR DEMANDS ARE MET!

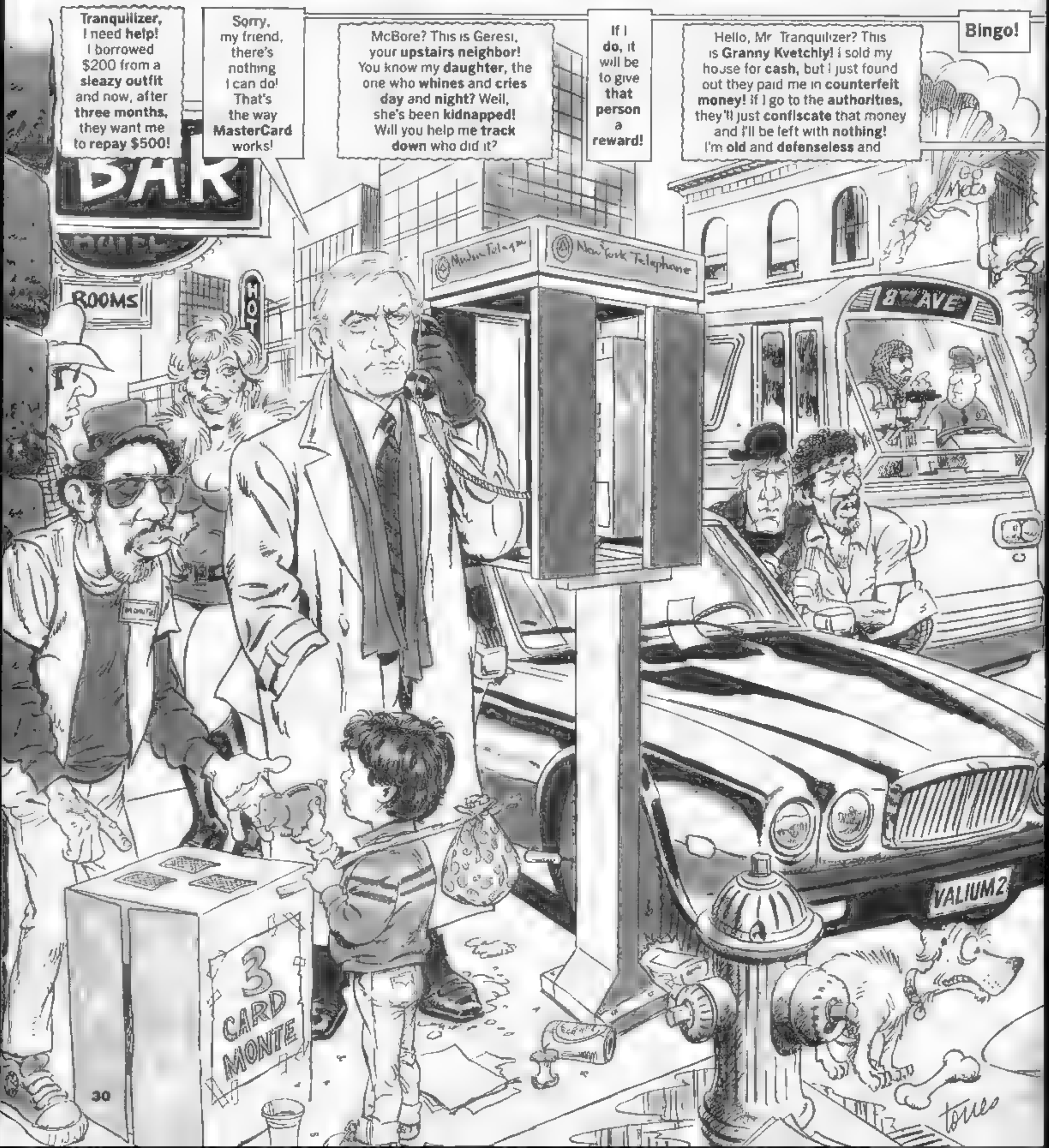
SLASHER FILM PRODUCERS

NO MORE REPULSIVE BLOODBATHS!
SLASHER FILM PRODUCERS ON STRIKE
LOCAL 999 AAARGH A
NO MORE BARF-INDUCING SCENES!
CHECK THE BABY
WE WANT GOOD REVIEWS
NO MORE YOUNG GIRLS BEING TERRORIZED BY PSYCHOPATHIC MANIACS WITH AXES!!!

KU KLUX KLAN MEMBERS

THE EQUAL-LIBRIUMIZER DEPT.

The statistics read that one woman is mugged, raped, or molested every 14 seconds in New York City! The solution? That one woman should move to another town—and quick! She's a loser! And speaking about losers, there's a hit TV show about a man who supposedly "evens the odds" by bringing crooks and creeps to their knees! How does he do this? With long-winded philosophical speeches! Of course, we're talking about...


Tranquilizer, I need help! I borrowed $200 from a sleazy outfit and now, after three months, they want me to repay $500!
Sorry, my friend, there's nothing I can do! That's the way MasterCard works!
McBore? This is Geresi, your upstairs neighbor! You know my daughter, the one who whines and cries day and night? Well, she's been kidnapped! Will you help me track down who did it?
If I do, it will be to give that person a reward!
Hello, Mr. Tranquilizer? This is Granny Kvetchly! I sold my house for cash, but I just found out they paid me in counterfeit money! If I go to the authorities, they'll just confiscate that money and I'll be left with nothing! I'm old and defenseless and
Bingo!
DAK
ROOMS
HOT
New York Telephone
8TH AVE
VALIUM 2
3 CARD MONTE

THE TRANQUILIZER

. and I'm not in the **best** of **health,** and I'm **afraid** for my life and .

Enough, already! I'm **taking** the **assignment!** You qualify in the **underdog** and **sympathy** categories I require for **plot lines!** Besides, the city is unfortunately **quiet** today, **crime-wise!**

SUITS

CIGARS
CIGARETTES NEWSPAPERS

HIT MAN

Granny Kvetchly? McBore here! I'd like to talk to you **further** about **this case!** Meet me in the **lobby** of the **Empire State Building!**

Gosh, that's so **far** for me to **travel!** I'm at a boarding house in the **Bronx!** Isn't there somewhere **closer** we can meet?

Okay, then let's make it the **plaza** at the **U.N.!** You see, Granny, the problem is that we make the people of New York City look so **bad** with all the **heartless crime** we **depict,** we have to show **some scenic spots** or we'll **lose our permit** to **shoot** on **location** in this **cesspool!**

ARTIST: ANGELO TORRES WRITER. DICK DEBARTOLO

Please tell me **exactly** what happened, Granny! And talk **slowly** so we can **scan** the **sunset skyline...**

Well, originally I didn't want to sell my old four-story house on **Park Avenue,** but these **nice gentlemen** offered to buy it from me for **cash**—a **lot** of cash! **$2,000** to be exact!

$2,000 for a **four-story house** on **Park Avenue?**

I know it's **twice** what I paid for it in 1929, but **doubling** my investment isn't **illegal,** is it, Mr. Tranquilizer? And they were such **nice** gentlemen, Mr. **Guido** the **Geek** and Mr. **Bruno** the **Bruiser...**

You didn't realize the money was **counterfeit** when they handed it to you?

My **glasses** were **broken!** One of the gentlemen, Mr. Geek, **sat** on them **accidentally!**

You had left them on a **chair?**

No, I was **wearing them** at the time!

Hmm, that sounds *a* bit **suspicious!**

Will you help me, Mr Tranquilizer?

Yes, of course!

Thank you! Now I'd like to go home! I'm **exhausted** from **covering 55 miles** of **scenery** while I told you my story!

You won't do anything **silly,** Granny Kvetchly, will you?

Well, **violent revenge** did enter my mind!

Leave the **violent revenge** to a **pacifist like me!**

All right then, I'll stop **knitting** myself a **gun!**

I love **driving around** late at night while the city **sleeps!** It gives me time to think **philosophically**—to have **profound thoughts,** like—"Why is it the **innocent** are always the **victims** of the **criminals!** For a change, I'd like to see the **victims** be **innocent** and the **criminals free**"...or maybe . "the **victims punished** and"...or something...

Why do you come to **me** for help, McBore? Why don't you go to **CONTROL,** that **super-secret agency** you work for?

Because I've **left them! CONTROL** had too many **stupid rules,** like staying **within** the confines of the **law** and other such **nonsense!** I'm on *my* **own** now, free to administer **pain** and **death** to those who act with **violence** and **rage!** I'm definitely **out of CONTROL!**

POLICE HEADQUARTERS

I can see **that!** Why do you want to see our **files** on **counterfeiters?**

Let's just say **someone** has got to wield the **sword** of justice and **slice-up** perpetrators! Someone has to **fry** them in **oil!** Someone has to **stew** those **pigs** in their **own juices**...

Are you the **Tranquilizer** or **Julia Child?**

POLICE HINDQUARTERS

If **you** won't help me, Detective Brawl, I'll have to use my **undercover contacts!**

How come **you** have **contacts** that can find **terrorists, mercenaries, kidnappers,** and **counterfeiters?**

Are you **kidding?** In **this city,** just look in the **Yellow Pages!** Crime here isn't only **organized,** it's **organized alphabetically!**

YNEX Pages

It's time for **more profound thoughts,** like, "To find **slime,** you have to **be** in **slime!**" Hmm, I'll look up an old informer of mine, Scott Moger! He's now involved in the **worst** kind of **slime—politics!**

Sorry, McBore, I don't know any **counterfeiters** operating around the city at this time!

Hey, Mack, this **$20 bill** is a **fake!**

Whatta ya mean it's a **fake?**

Spiro Agnew isn't on a **$20!**

So here's a **Nixon $30!** Gimme my **change!**

Here...a **Carter $5,** a **Ford $9,** and a **Prince $3!**

MEN

So you're holding back info, Scott! I expected better of you! Don't forget our **past**—the time you were lost in the **jungle** and I **fought off** the **enemy** to save **your** hide...

That was **45 years ago!** We were **Cub Scouts** and it wasn't the **jungle**—it was **Central Park!** You **fought off** my **mom!**

Well, you must admit, my version is more **interesting!** Besides, your **mom** was **tougher** than a lot of the **creeps** I fight today!

Ace DINER

THIS IS A KNIFE!

Why are you **protecting** those **rotting pockets** of humanity? You may think counterfeiting doesn't damage the **fabric** of society, but it **tears** at the **seams** of decency! We'll be caught with our **pants down** if we don't **belt** them...

Are you the **Tranquilizer** or **Ralph Lauren?**

As Lamont Cranston once said, "The weeds of crime bear bitter fruit! The Shadow knows!" Or, to put it **another** way...

Okay, okay! I'll **trade** you all the information you want if you'll **shut up** for **one full year!**

ZZZ

ZZZ

RAT FINK

What has happened to the pursuit of **perfection?** Is **nothing** made well anymore? Just look at this **expensive car**— it leaks like a **sieve!** I'd better check my **phone messages...**

BODY AND FENDER REPAIRS
FLAT FIX - CHEAP

McBore, we've got the **old lady** and we're **torturing** her! Okay, Bruno, make her **scream**...

Okay, Granny, now I'm going to play **tapes** of McBore's **speech** four shows ago

Please, **no!** Stop this **inhumane torture!**

What are you **doing** to that poor lady? Stop it at once or live to regret it, for as Aristotle once said

Hold it right there, McBore! **One torture** at a time! We want your word that you won't try to track me and Bruno down!

A man's word is his **bond!** He must take **stock** of his **investment** in **saving** those who **trust** in him, who **bank** on him to **check** his leads and **balance** his...

Who is this, the **Tranquilizer** or **E.F. Hutton?** Agree to our demands or the old hag loses her **interest**—in **living!**

I've traced a call to **this building!** Which apartment belongs to **Guido** the **Geek** and **Bruno** the **Bruiser?**

They're on the **first floor,** in the back!

SUPER

CHIPS RAFFERTY FAN CLUB

The **first floor**—thank God! **Car chases** and **shootouts** are one thing, but at **my age** and **shape, stairs** are **killers!**

Let her go! **Counterfeiting** was bad enough, but now you've added **granny-napping** to the charges against you, Guido!

The **granny-napping** is **your crime,** McBore! Your **speeches** made her **catatonic!**

How can I ever thank you, Mr. Tranquilizer? I know you **never charge** the **poor** for **your services...**

I'm making an **exception** this time, Granny! **Someone's** got to **pay** to get my **car restored** and **you're it! Ten grand,** please!

Okay, lady, better give me your **purse!**

Not so fast, punk! **I'm** going to

Not so fast, Tranquilizer! I was here **first!** I'm **Bernhard Goetz** and this punk is **mine!**

Cool it Bernie, and **you too,** McBore! I was doing **this act** in **"Death Wish"** before **either** of you, so **I'm** gonna **waste this punk!**

I can't believe this **whole nutty scene!** Nowadays, we've got more trouble with these **vigilantes** than the **punks!**

FOLLOW THE BOUNCING BOSS DEPT.

THE BRUCE SPRINGSTEEN SONGBOOK

SING ALONG TO SOME OF YOUR FAVORITE BRUCE SONGS– AS SUNG BY "FRIDAY THE 13TH'S" JASON AND OTHER OUTSTANDING AMERICANS!

ARTIST: PAUL COKER WRITER: FRANK JACOBS

TINKLING FOR THE DOC

(sung to the tune of "Dancing in the Dark")

I'm a whiz in the ***In-field—***
Ev'ry...game...I'm ***ready to play;***
Make more money than ***Win-field,***
And I'm worth ***ev'ry dollar they pay!***

Ain't...no drugs in my ***sys-tem;***
There's nothin' ***stronger****...than* ***so-da pop!***
Still they ***test...me—***
An-a-lyzing ***each lit-tle drop!***

They say, ***"Fill...that...bot-tle!"***
Even though I'm thinking...it's ***all a crock—***
"Fill...up...that...bot-tle!"
Ev'ryone is ***TINKLING FOR THE DOC!***

I was an ***All-Pro play-er;***
Now that ***I'm hooked,*** *there's* ***no place to run!***
Looks...like I don't have a ***pray-er—***
When ***they see****...how I'm* ***makin' Number One!***

'Cause now... ***they're plannin'*** *to* ***test...me,***
I'm afraid that my fut-ure... ***could be in doubt!***
They'd ***ar-rest me***
If *the* ***awful damn truth comes leaking out!***

If I ***fill...that...bottle,***
All those fans who love me... ***will be...in...shock!***
Please dump...that...bot-tle!
God forbid I'm ***TINKLING FOR THE DOC!***

I'm a big ***pro hoop stuf-fer—***
Hustlin' like crazy... ***all over the floor;***
But, golly, I surely do ***suf-fer***
When they say, ***"Put out a little more!"***

'Cause now...I'm in a ***real pick-le—***
Hell, even though I'm certain...that ***I'd...test...clean;***
Just...a...trick-le!
So tomorrow I'll repeat the ***whole routine!***

They say, ***"Fill...that...bot-tle!"***
Then they'll cert-i-fy me...a ***drug-free jock!***
I squeeze...that...bot-tle—
Praying I'll be ***TINKLING FOR THE DOC!***

I'M FOR HIRE

(sung to the tune of "I'm on Fire")

Hey, Mr. Adman, just ***look at me!***
I'm the top-rated star ***who's on prime TV!***
Uh, huh...I can ***smell a buy-er!***
Ooh, ooh, ooh—I'M FOR HIRE!

Ev'ryone knows that I'm ***sqeaky-clean,***
And you'll never find me ***comin' off obscene—***
Uh, uh...not like ***Rich-ard Pry-or!***
Ooh, ooh, ooh—I'M FOR HIRE!

I'm a whiz with ***Jello pudding*** *and with* ***E.F. Hutton stocks;***
And I could do as well with ***Maidenform*** *and* ***Midas shocks!***
I'll pitch ***Charmin', Alka-Seltzer, Coppertone,*** *and* ***Mister Clean,***
And I've time for ***Preparation "H"*** *and* ***Lister-er-ine—***
Not to ment-ion... ***Oscar May-er!***
Ooh, ooh, ooh—I'M FOR HIRE!

Call me soon—Goodyear Tire,
Ooh, ooh, ooh—I'M FOR HIRE!

COLOR THEM

(sung to the tune of "Cover Me")

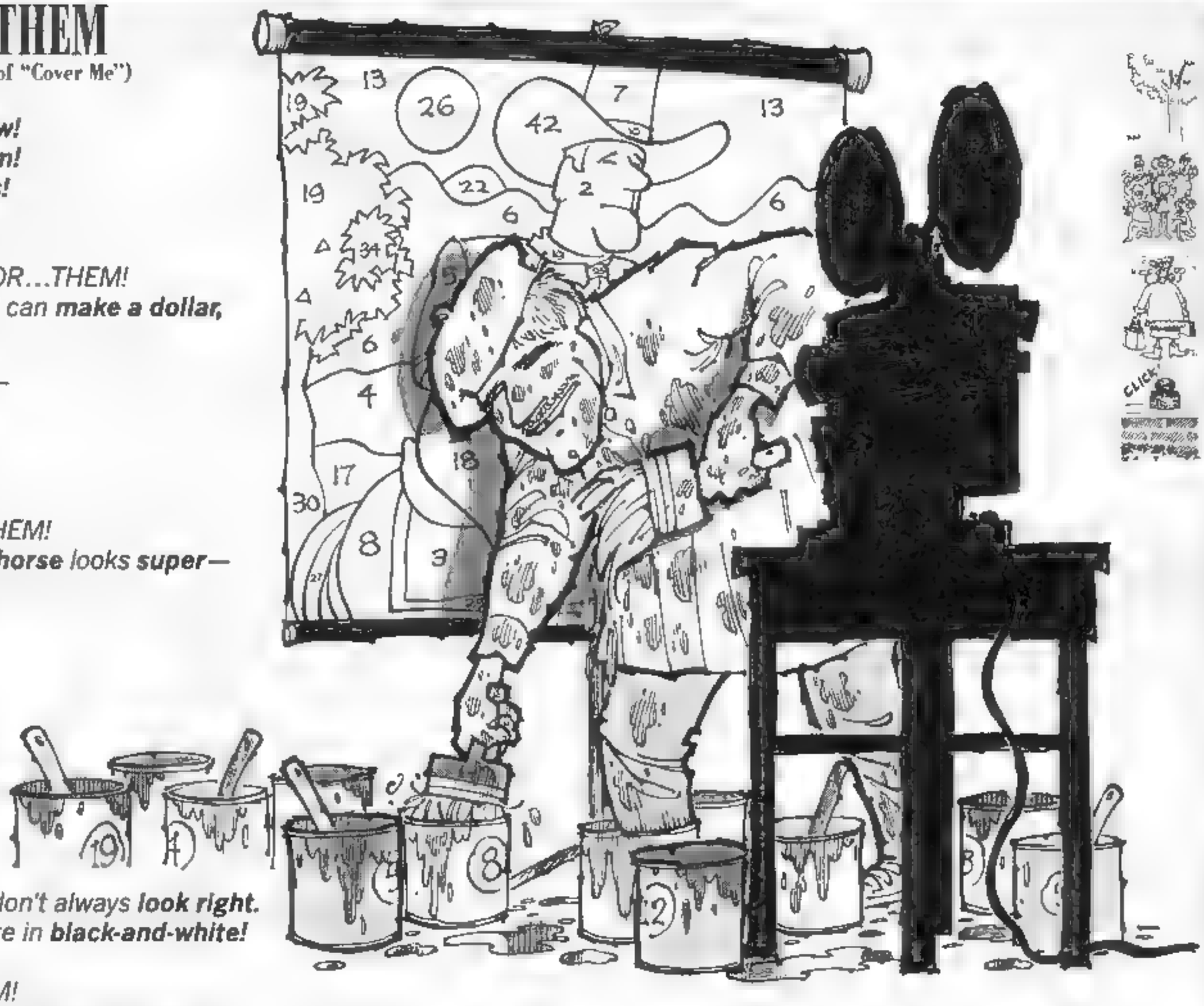
Old flicks ***don't work…now!***
We've all ***out-grown…them!***
Black-and-white's the pits!
And since I ***own…them—***
COLOR THEM!
That's the answer*—COL-OR…THEM!*
Let them holler*—long as I can* ***make a dollar,***
I'LL COL-OR…THEM!

Paint ***Humphrey Bo-gart—***
Give him ***red hair!***
A green tux-e-do
Suits ***Fred Astaire!***
COLOR THEM!
Ev'ry shade *I'LL COLOR THEM!*
Gary Cooper *on a* ***purple horse*** *looks* ***super—***
I'LL COL-OR…THEM!

Tint ***Cary Grant;***
Let's make him ***black!***
A ***few*** *might notice,*
So there's some ***flack!***

Fix up ***John Wayne;***
He needs it ***bad!***
Make ***one eye blue—***
The other ***plaid!***

Who cares if the ***colors****…don't always* ***look right.***
As long as my ***prof-its****…are in* ***black-and-white!***
COLOR THEM!
Hell, yes, I'LL COLOR THEM!
Let them holler—long as I can ***make a dollar,***
I'LL COL-OR…THEM!



GORY DAYS

(sung to the tune of "Glory Days")

They're sick of ***flicks****…with* ***big name wimps****…that* ***appear***
In ***shmaltzy plots;***
They'd rather see ***blood*** *and* ***guts****…that puts their*
Stomachs *in* ***knots!***
Yeah!
Movie-goers love some creepy ***hu-man-oid***
Chewin' people up like they were ***Snickers Bars!***
Ev'ry time another victim ***starts…to…scream***
Then they thank their lucky stars
For ***GORY DAYS—***
With a ***but-cher knife!***
GORY DAYS—
All providin' a ***slice…of…life!***
GORY DAYS! GORY DAYS!

Yeah, I was a ***cut-up*** *then…and my* ***slashin'***
Days aren't through!
I'll make a ***"New Beginning"****…and I'll* ***shriek***
"This blood's for you!"
Then I'll go and ***dump*** *the* ***carcass*** *in the* ***bath-tub,***
And I'll pour in a ***bucket*** *of* ***lime!***
And I never will write ***"The Final Chapter"—***
I'll be ***back another time***
For ***GORY DAYS—***
That get ***to the point!***
GORY DAYS—
When I carve 'em up ***joint…by…joint!***
GORY DAYS! GORY DAYS!

SHOW AND TALE DEPT.

You'd expect some fantastic television from the director of "Raiders" and "E.T."—but guess again! So far the most "amazing" thing about his series has been the depth of its ratings—

AMA STO

PLOTLINES FOR ST

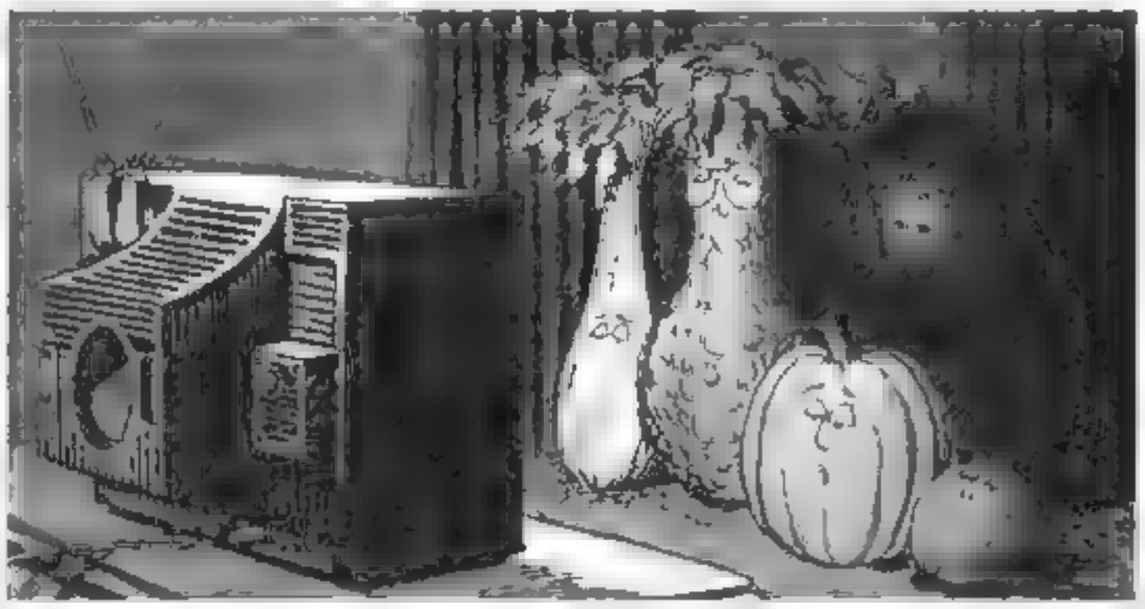
Have tobacco-spitting androids infiltrated the world of sports??? That's what stunned baseball fans believe when the Chicago Cubs actually win the World Series!

Top scientists lose their minds when they cannot explain Mona Melon's weird ability to walk away from pay phones without first checking for loose change!

A heavily medicated patient at Rex Morgan Immemorial Hospital claims that he can make a nurse appear at his bedside merely by pushing his emergency button!

A Harlem slumlord is thought to be possessed by demons when he provides heat and hot water for his tenants without first being bribed, fined or thrown into jail!

Average American citizen Kenny Falk survives a nuclear holocaust by digging a hole in his back yard, crawling in, and covering himself with wooden planks! (Adapted from a fantasy suggested by the Joint Chiefs of Staff.)



Viewers suspect voodoo when television executive Leo Crapolla cancels a hit series in mid-season because "it's stupid, it completely insults our audience, and it's turning the people of Bayonne into vegetables!"

ARTIST: GEORGE WOODBRIDGE

it's dead in the water, like "Jaws"! We think it's time to help out, and we just happen to have some suggestions to make the show truly "amazing" to viewers. Join us as MAD presents:

AMAZING STORIES

EVEN SPIELBERG

In a bizarre twist of fate, construction worker Lou "Lunchbag" Weiss actually picks up a passing girl by making loud kissing noises and gesturing obscenely!

Little Tommy Fleeber realizes that he owns "The Goldfish That Wouldn't Die" when the slimy creature fails to kick the bucket three days after he brings it home!

Doreen "Hooboy" Holland experiences "A Miracle at McDonalds" when her extra-large Coke appears to her on the countertop containing more Coke than ice!

Terrified Washington, DC residents fear that alien clones have taken over Congress after each of its members turns down a sizable bribe from the NRA!

Lottery winner Mickey Bitsko shocks decent people everywhere by admitting that the prize money will change him, and then proves it by dumping his wife and sailing to Tahiti with three topless dancers!

After being freed from an evil spell, Academy Award voters start giving Oscars to billionaire directors who make movies that people really like! (Based on a recently discovered screenplay by Steven Spielberg.)

WRITER: BARRY LIEBMAN

ALL A-BOARD GAME DEPT.

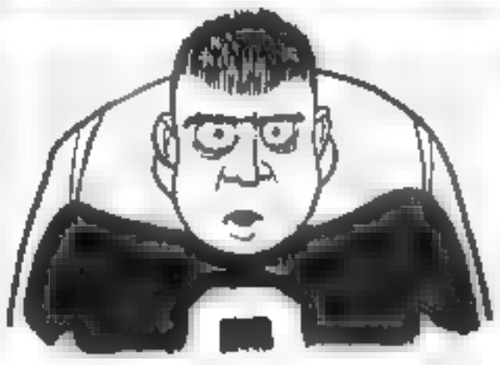
Do you remember when your family would go on those long boring car trips! And do you remember how your Mother would try to keep you kids entertained with "Auto Bingo"... that stupid little game with the cows and stop signs, etc. Well, what we have here is a similar game for another boring activity kids have to do with their parents. Here's

SUBWAY BINGO

ARTIST: BOB CLARKE WRITER: RURIK TYLER

EMELIA BUM

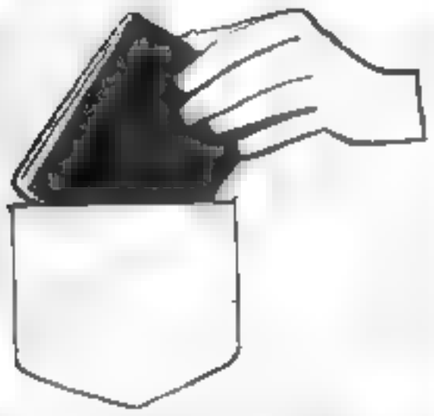
SPIDER GRAFFITI



BIG CRAZY GUY STARING AT YOU

"BLIND" BEGGAR

POLE TWIRLER



PICKED POCKET

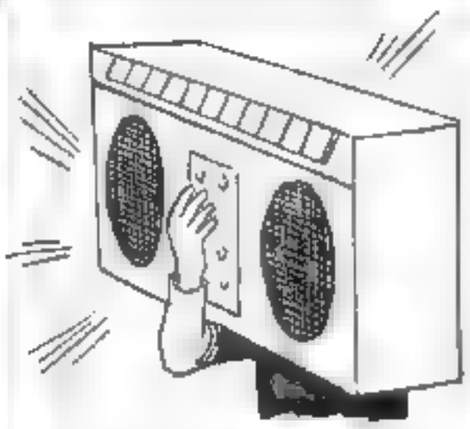
TRANSVESTITE

CHAIN SNATCHING

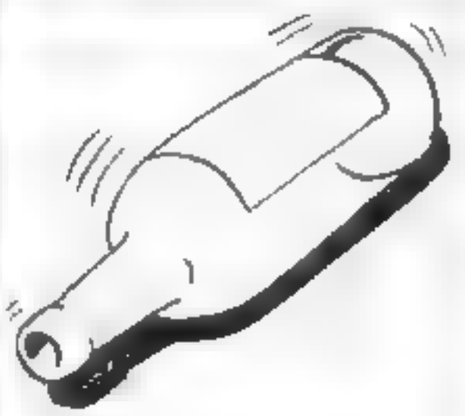
PUKING DRUNK

DAY-OLD NEWSPAPER

GUARDIAN ANGEL



BLASTING RADIO



ROLLING BOTTLE

SOMEONE TAKING UP TWO SEATS

FREE SPACE

SOMEONE FALLING ASLEEP ON SOMEONE

PREGNANT WOMAN STANDING

LONG DELAY

OVER-THE-SHOULDER NEWSPAPER READER

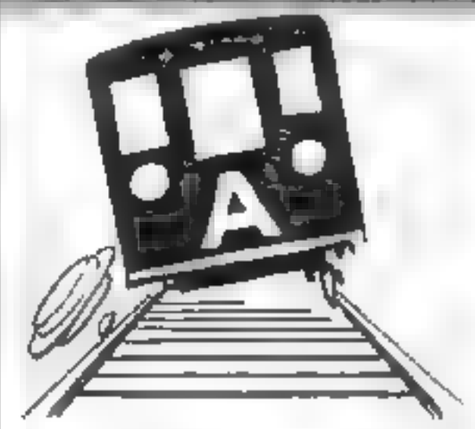
BLACKOUT

SEAT SQUEEZER

DOOR-HOLDER

SOMEONE STUCK IN DOOR

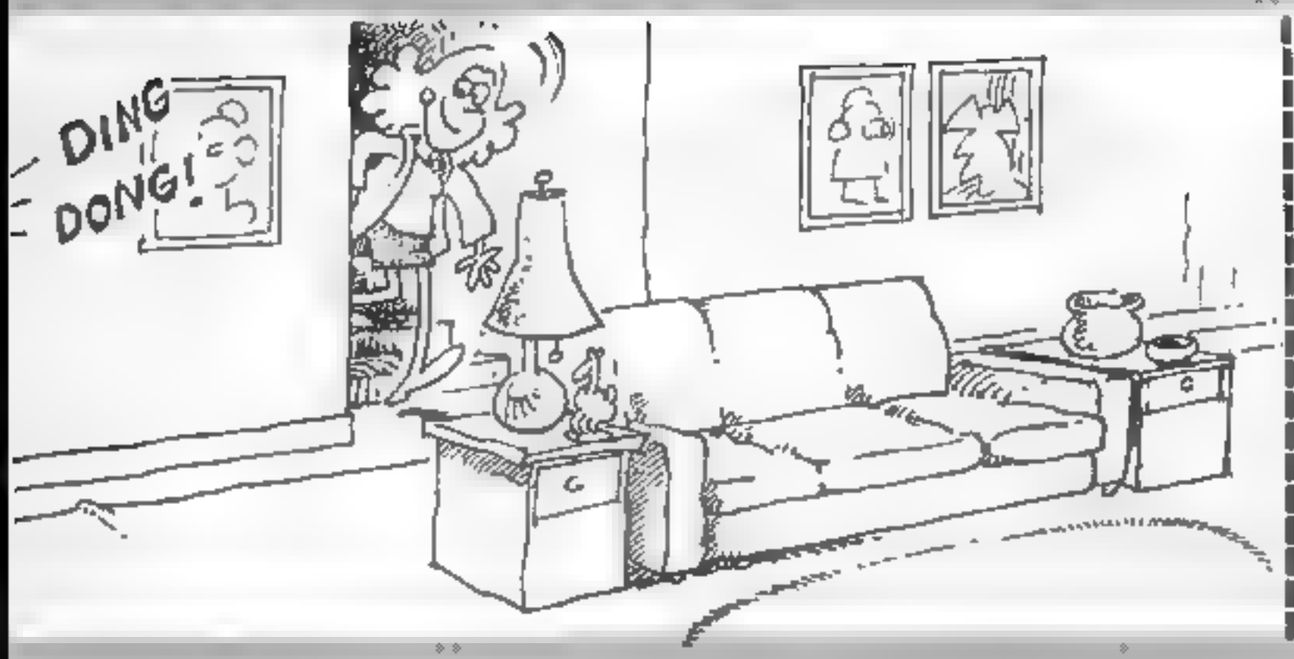
DEFIANT SMOKER

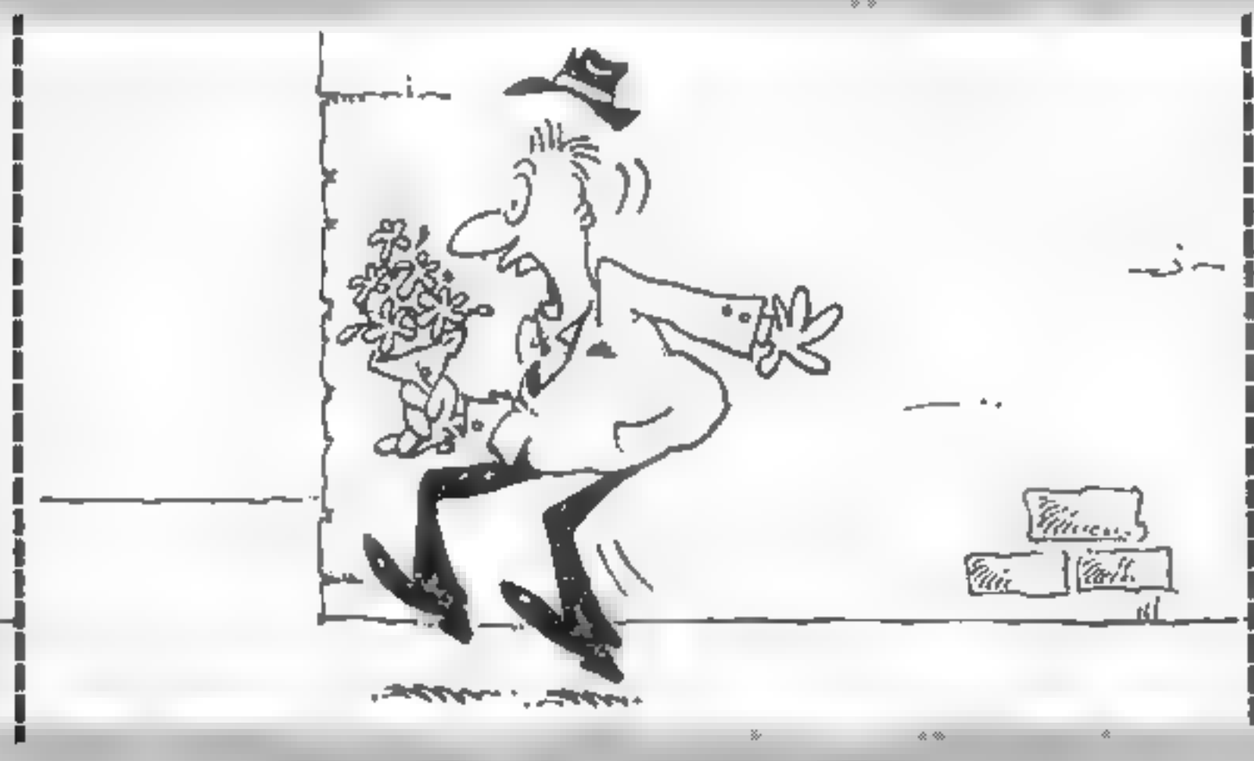


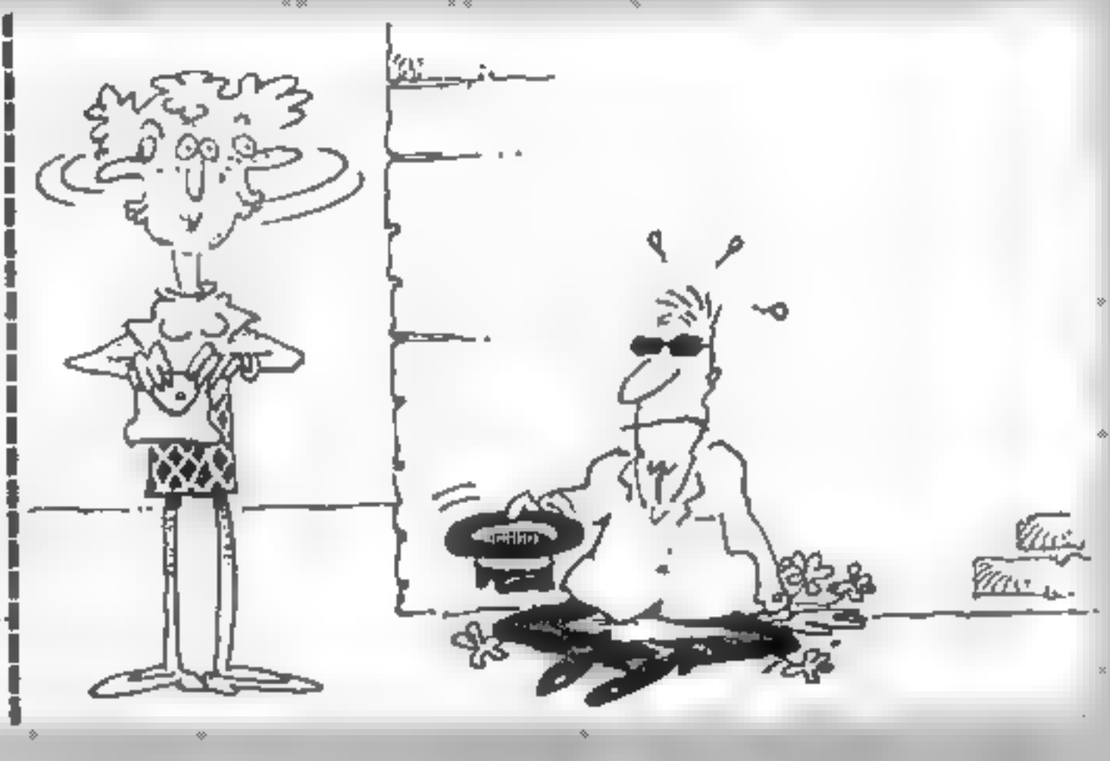
DERAILMENT

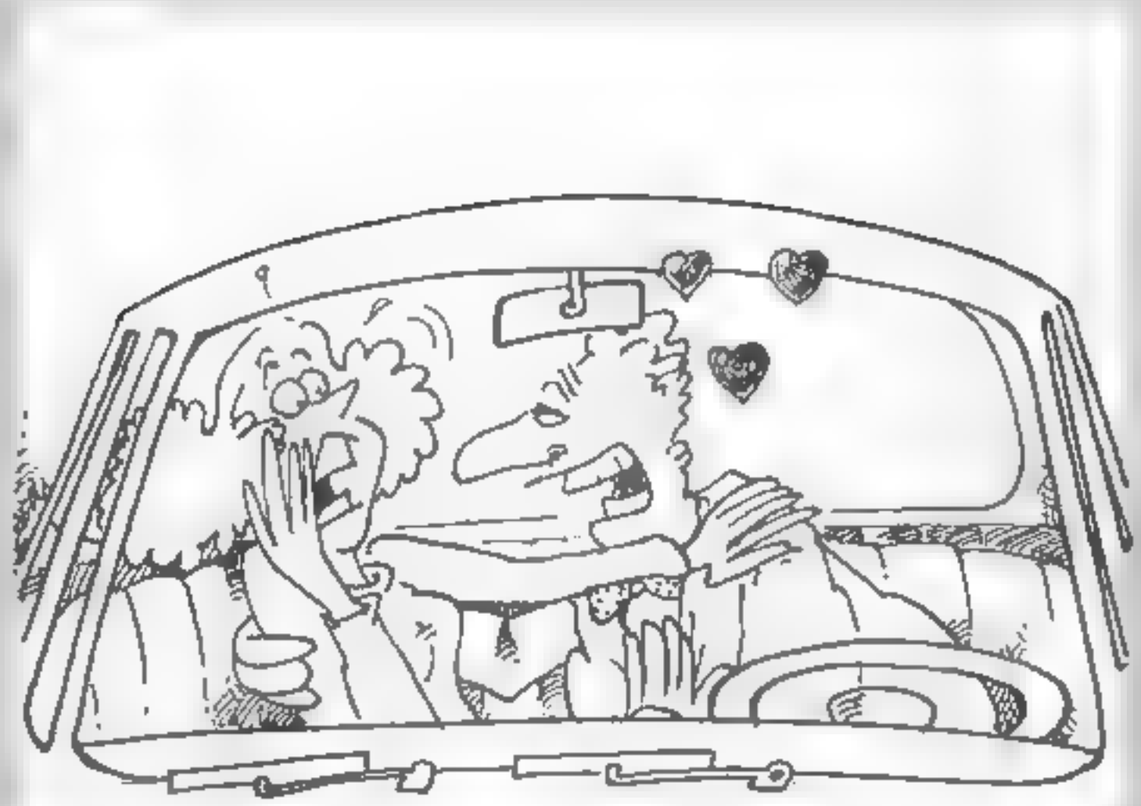
A MAD LOOK AT DATING

ARTIST & WRITER: SERGIO ARAGONES


DING
DONG!





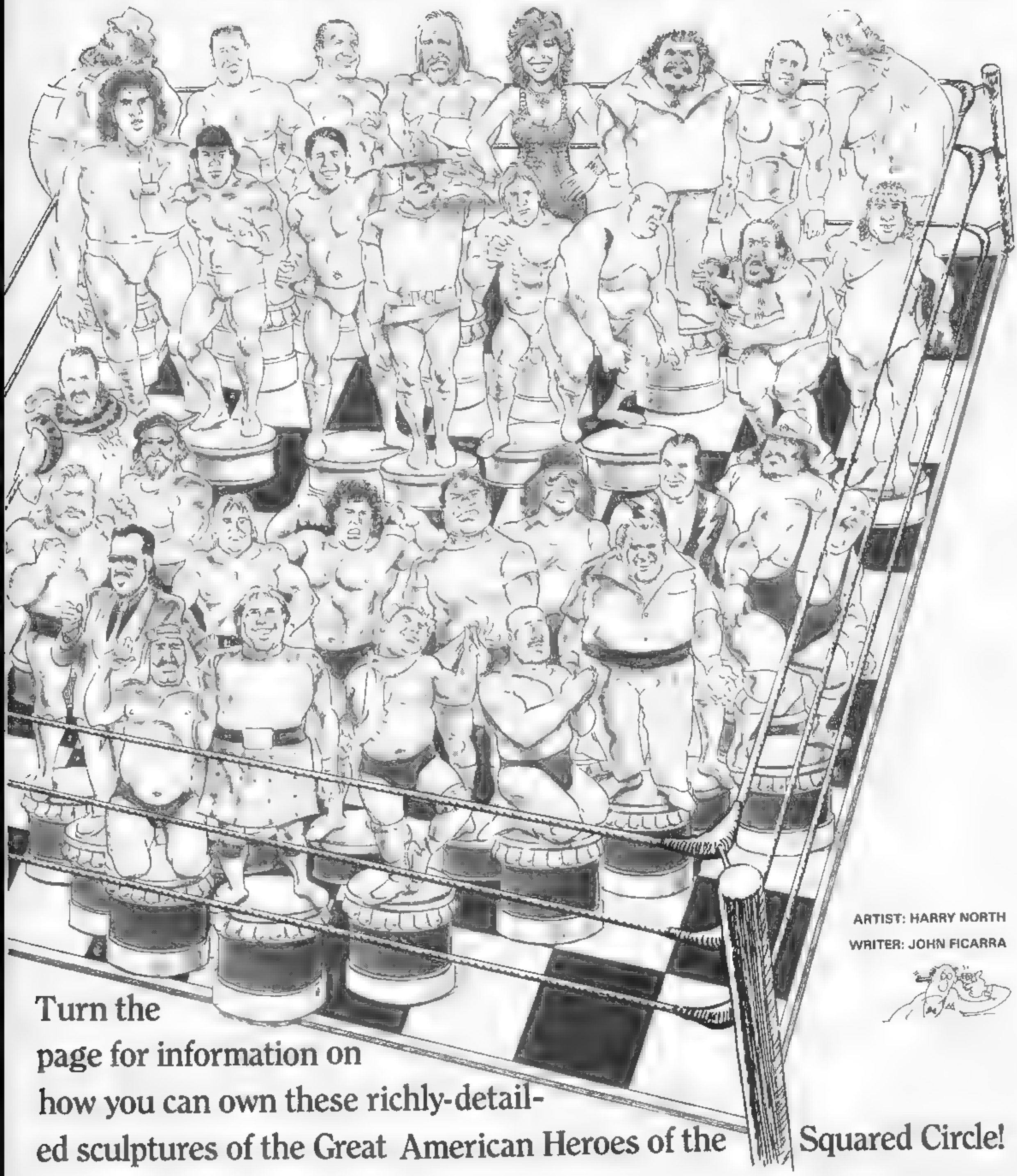


ARAGONÉS 87

Announcing

THE CRANK'EM OUT MINT

PROFESSIONAL WRESTLING CHESS SET

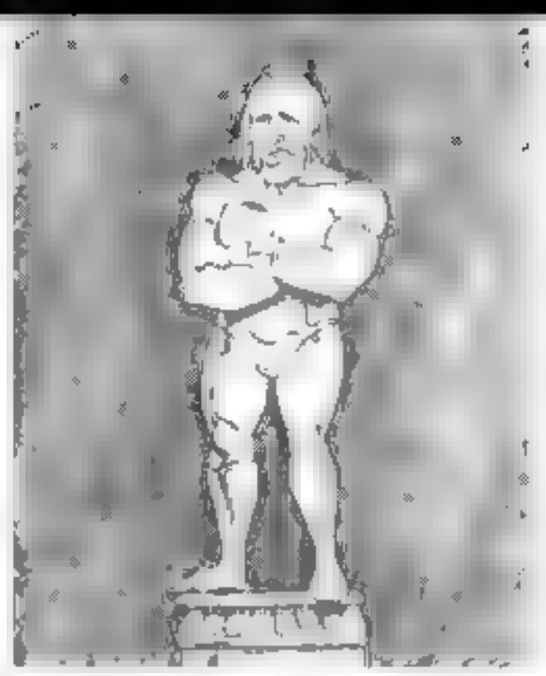


ARTIST: HARRY NORTH

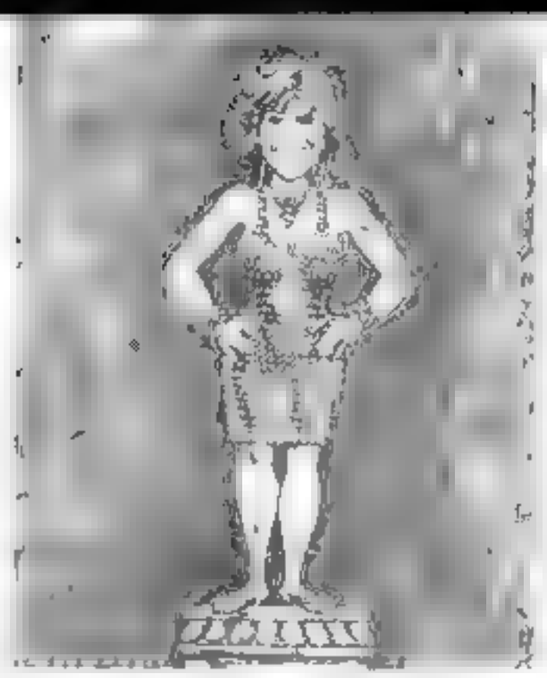
WRITER: JOHN FICARRA

Turn the page for information on how you can own these richly-detailed sculptures of the Great American Heroes of the Squared Circle!

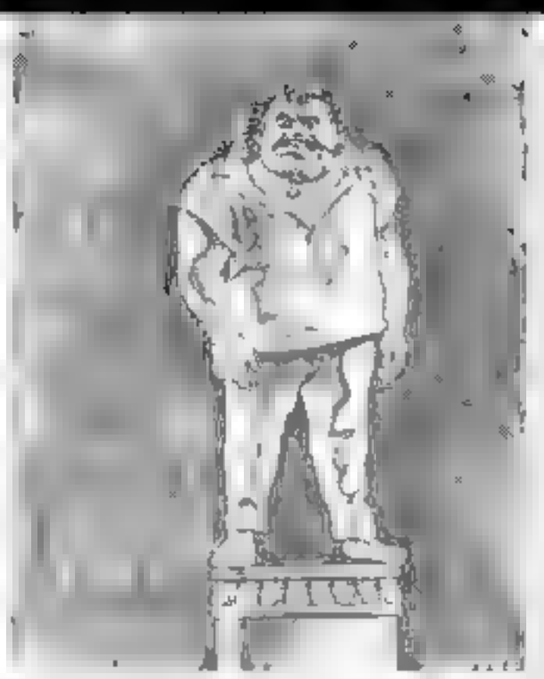
"Rowdy" Roddy Piper
KING



Hulk Hogan
KING



Miss Elizabeth
QUEEN



"Captain" Lou Albano
BISHOP

"Adorable" Adrian Adonis
QUEEN

"Classy" Freddie Blassie
BISHOP

CHESS—THE TIME HONORED GAME of the great thinkers! And Professional Wrestling—the game for people who don't think too much! Brought together here for the first time!

The Crank'em Out Mint, dedicated to putting an unwanted bill or parcel into the mailbox of every American, every day for the rest of their lives, is proud to unveil this exciting new Professional Wrestling Chess Set.

CRAFTED WITH ACCURACY AND DETAIL

This extraordinary chess set is crafted to the most unbelievable of standards. The shell of each piece is painstakingly cast in 100% man-made synthetic material and then completely filled with genuine air—the same air found in wrestling arenas around the greatest wrestling country in the world, the United States Of America!

Every evil sneer, bulging bicep, tacky costume and concealed weapon has been depicted with uncompromising accuracy. Every disgusting drop of sweat and trickle of blood has been richly captured by our artists and master craftsmen—many of whom sweat and bleed themselves!

As a result, the Crank'em Out Mint's Professional Wrestling Chess Set is a magnificent collection! A triumph over those who said it couldn't be done and over the millions more who said it shouldn't be done!

Each of the wrestling chessmen are distinctly different. Some are kneeling, others strutting, still others grimacing in pain (after having just landed on their heads). All are specifically scaled in such a way so that it is *almost* clear which function they are to assume in an actual chess match, adding even more excitement to this otherwise boring game!

A specially written pamphlet, "Wrestling Chess Notation Made Easy," explains how to keep track of your moves:

Q. Th B. ch = "Queen Toe-holds Bishop, Check"
N. Dk R. ch, tc, M! = "Knight Drop-kicks Rook, Check (Three Count) Mate!"

And so on. All made easy with our exclusive pamphlet!

AN UNBELIEVABLE ADDITION TO ANY CLOSET OR GARAGE

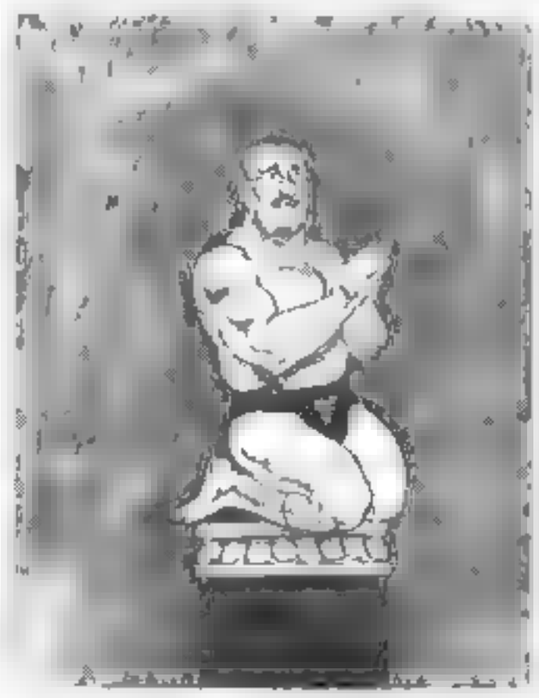
In addition, the deliberately over-padded chessboard mat is completely surrounded by ropes and ring posts, further blurring the line between the two games.

Imagine the fun you and your family will have with this incredible offer. Hour after hour of wrestling chess fun! Only, unlike real pro wrestling, you won't know the outcome of the chess match before it begins! Exhibited on a shelf or an old milk crate, this is a possession guaranteed to provoke emotions among all who make their way into your garage or unfinished basement!

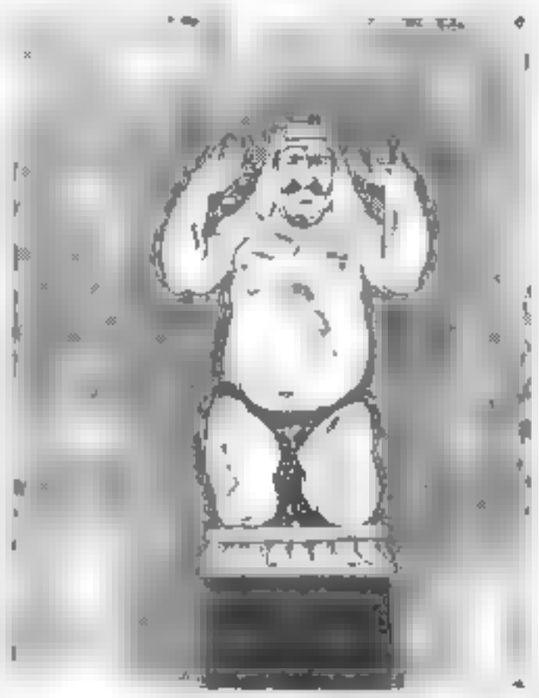
BE SURE TO ACT BEFORE NOVEMBER 1

The subscription rolls are now open. This wrestling chess set may be obtained by direct sub-

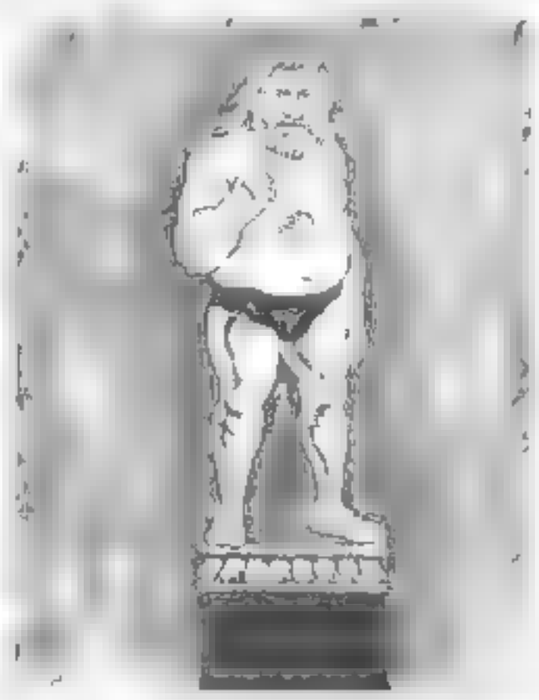
Jimmy Hart
BISHOP



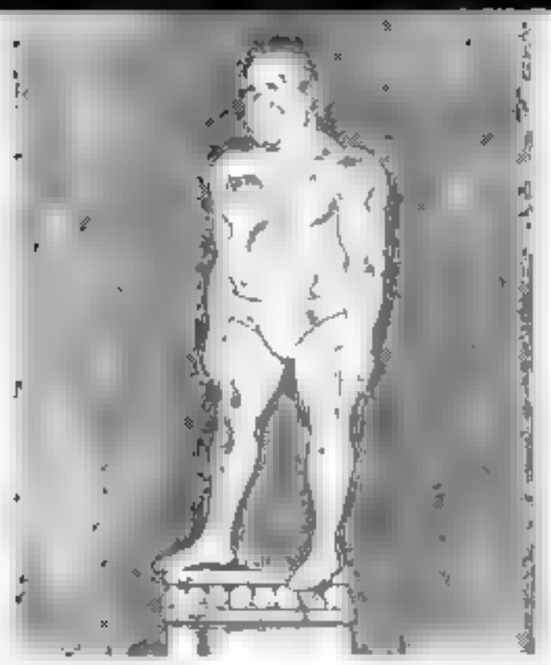
Nikolai Volkoff
KNIGHT



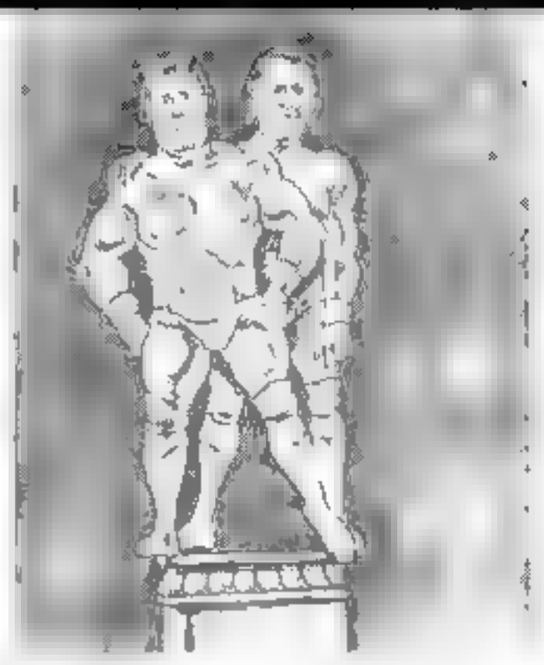
The Iron Sheik
KNIGHT



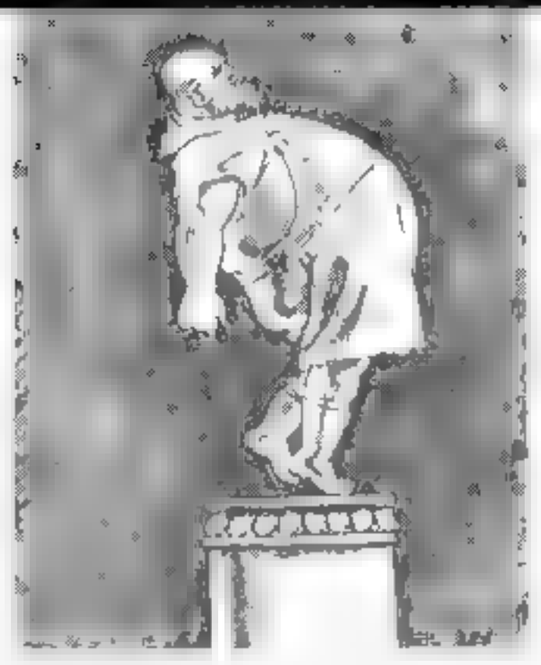
Big John Studd
ROOK



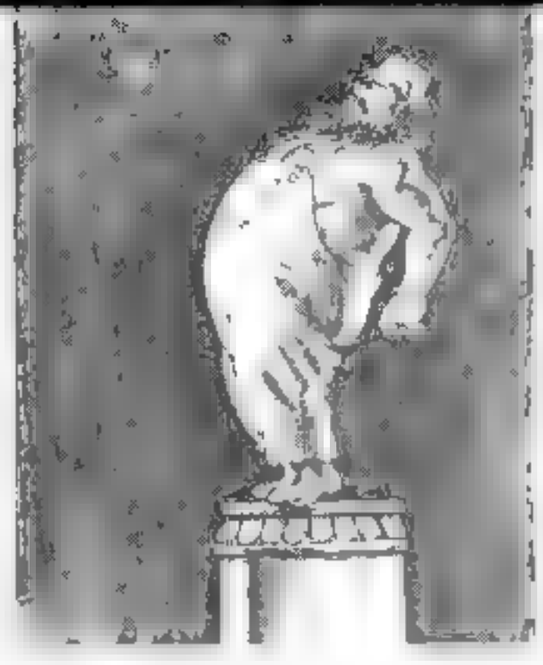
Bruno Sammartino
BISHOP



British Bulldog
KNIGHT



Uncle Elmer
ROOK



Hillbilly Jim
ROOK

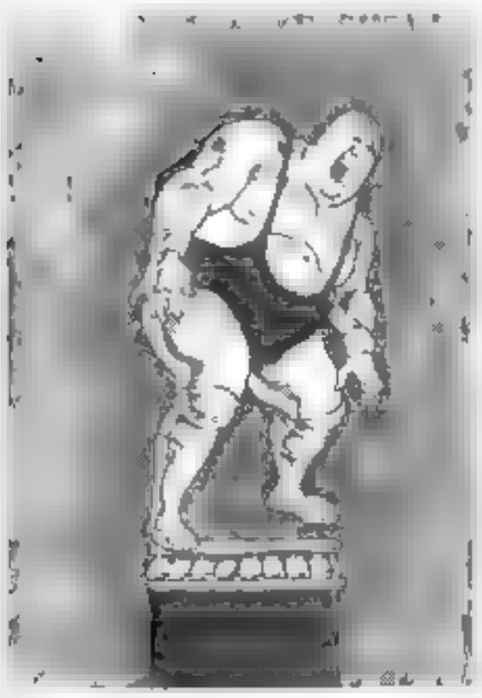
scription only and, unlike our last three collection offers, will not be available in manufacturer close-out stores within a matter of weeks. For absolutely no reason whatsoever, WE URGE YOU TO ACT BEFORE NOVEMBER 1!

HOW IT WORKS

Wrestling chessmen will be sent to you once a week for the rest of your life. (In the event of your death, we reserve the right to ship the remainder of the set in bulk to be buried with you and bill your heirs accordingly.) You will be billed $29.95 for each piece shipped, even if it was not necessarily shipped to you. In addition, there is a $9.37 per piece charge for postage and handling, which you can save if you elect to personally pick up your wrestling chessmen each week at our foundry in Osaka, Japan. You may cancel your subscription at any time; however, that will not deter us from continuing to ship and bill you. Like the Iron Sheik's infamous "Camel Clutch," our hold on you is painful, indefensible and impossible to get out of.

To begin receiving your Wrestling Chess Set, send no money! Simply fill out the coupon below. You should know, however, that by having read the ad this far, we feel you are already under obligation, and you will most likely begin receiving chessmen whether you fill out the coupon or not. Therefore it is all the more important that you act before November 1!

Figures shown actual size.
(Your size may vary.)



King Kong Bundy
ROOK

THE PAWNS *White Tights:* King Tonga, George "The Animal" Steele, Andre the Giant, The Junk Yard Dog, Ricky Steamboat, Tito Santana, Jimmy "Superfly" Snuka, Sgt. Slaughter! *Black Tights:* The Magnificent Morocco, Jesse "The Body" Ventura, Brutus Beefcake, Greg "The Hammer" Valentine, Cowboy Bob Orton, Randy "Macho Man" Savage, Jake "The Snake" Roberts, Terry Funk!

The Crank'em Out Mint
Box PK. –4
Boston Crab, Mass

SUBSCRIPTION APPLICATION

Please enter my subscription for the Crank'em Out Mint's Professional Wrestling Chess Set, consisting of at least 32 but not more than one thousand playing pieces.

I understand that a new wrestling chessman will be sent to me once a week forever; however, you reserve the right to increase the number of pieces sent to me at any time. I will be billed accordingly for each piece sent and will most likely be harassed and have my credit rating destroyed even if I pay each bill, however preposterous the amount, the moment it is received. I need not send any money now; however, I understand that it will become necessary to arrange to have my entire paycheck sent directly to you each week in the very near future.

Signature _____

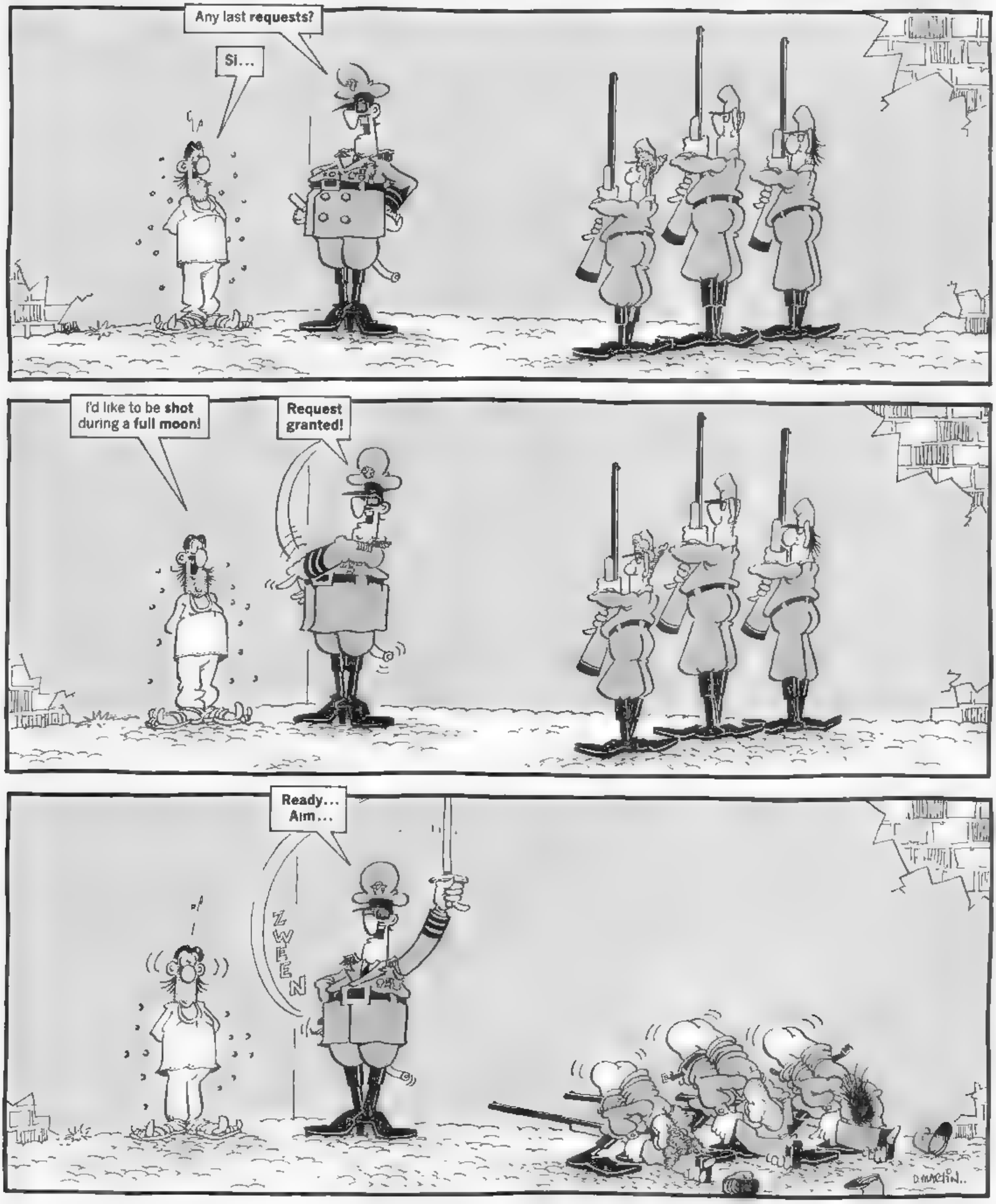
Name _____

Address _____

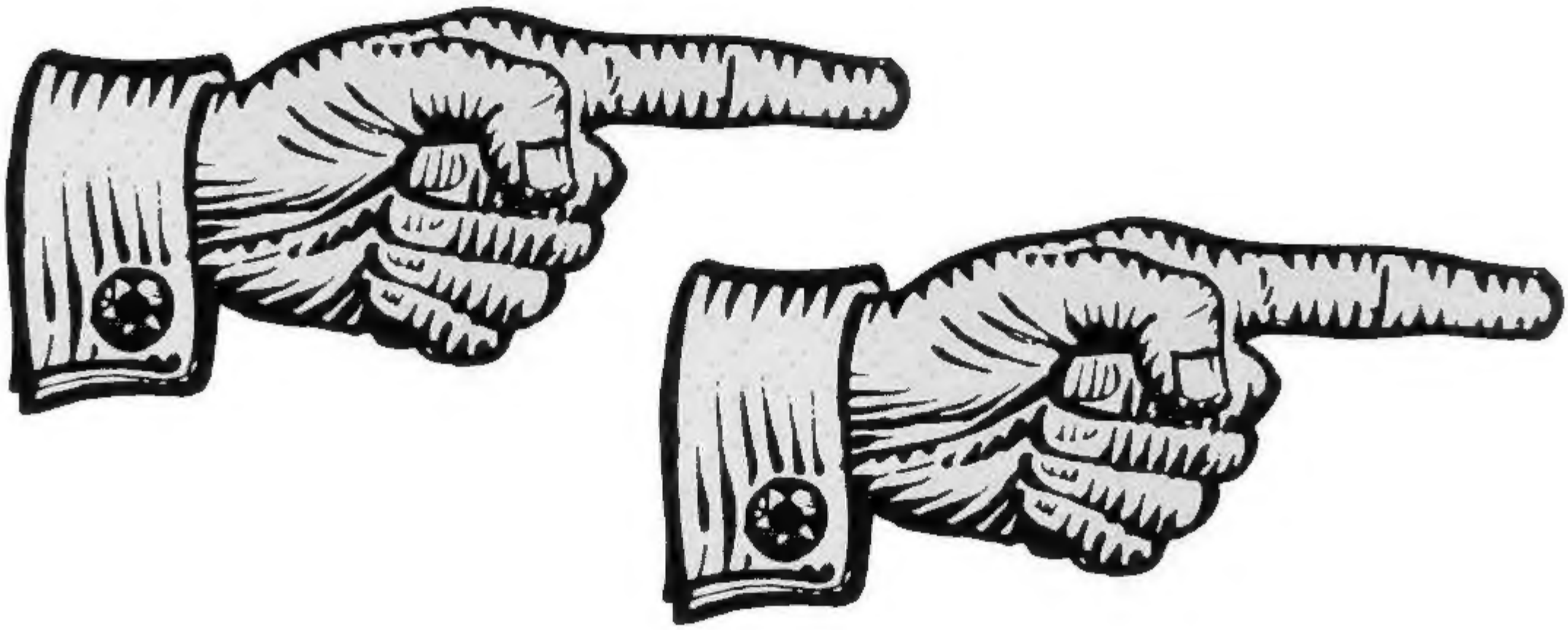
City, State, Zip _____

Bank and Account Number _____

ONE FINE DAY IN SOUTH BALSAMICA

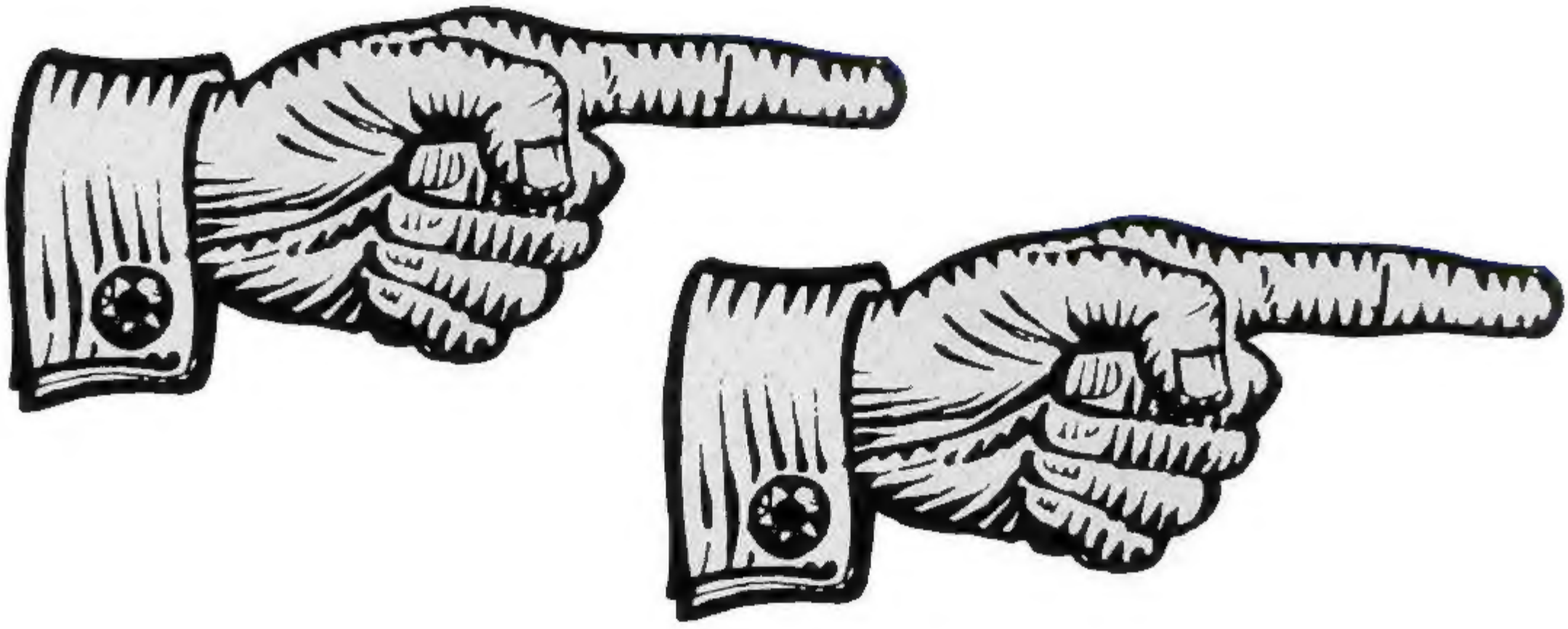


ARTIST· DON MARTIN WRITER: DON EDWING



Nothing to see here!

Please skip ahead.



WHAT WOULD BE HELPFUL IN EVALUATING GOVERNMENT LEADERS?

HERE WE GO WITH ANOTHER RIDICULOUS

MAD FOLD-IN

It is not always easy to understand what our leaders are telling us. What would greatly help to clear up the confusion is suggested by folding in the page as shown in diagram at right.

FOLD PAGE OVER LIKE THIS!

A► FOLD THIS SECTION OVER LEFT ◄B FOLD BACK SO "A" MEETS "B"

HAVE YOU TOTAL FAITH IN YOUR LOYAL AIDE'S TESTIMONY?

YES. THERE'S NOTHING WORTH DENYING. NOTHING!

OFFICIAL CUE CARD
ANSWERS
(WITH FEELING)
Approved
P. Buchanan
WELL, THAT WAS AND IS··· NOW LET US SEE··· NO, ME SEE··· I MEAN··· WELL··· IT CERTAINLY DEPENDS··· AND SO ON···

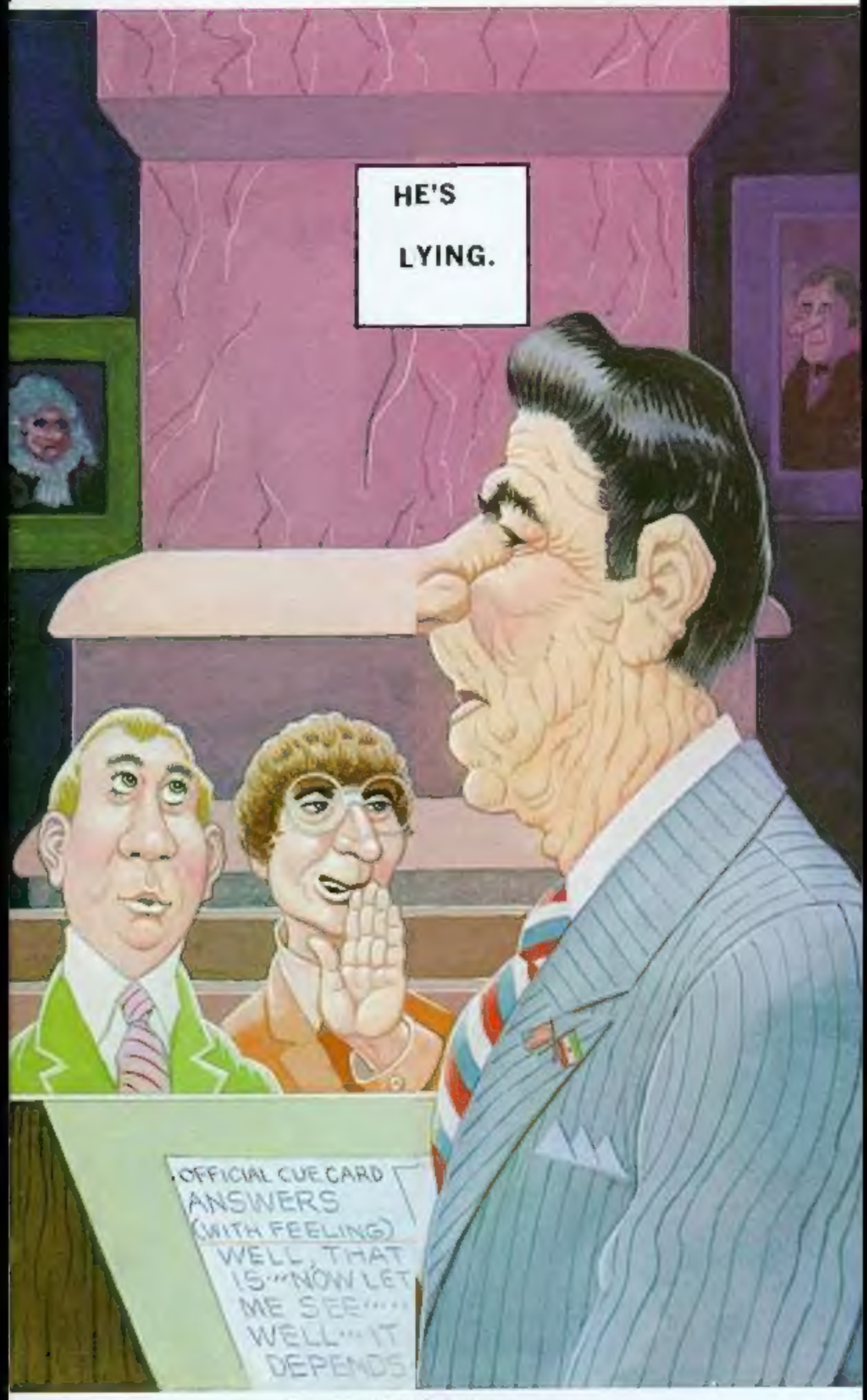
THE PINPOINT QUESTIONING OF GOVERNMENT LEADERS PREOCCUPIES THE PRESS. MEDIA FROM EVERY STATE IS AT BRIEFINGS—A TV TEAM FROM TEXAS, AN OHIO NEWSPAPERMAN, AND A RADIO COMMENTATOR FROM SOUTH DAKOTA—ALL CUTTING THRU THE VERBAL POLLUTION

A► ◄B

WHAT WOULD BE HELPFUL IN EVALUATING GOVERNMENT LEADERS?

FOLD PAGE OVER LIKE THIS!

A▶◀B FOLD BACK SO "A" MEETS "B"



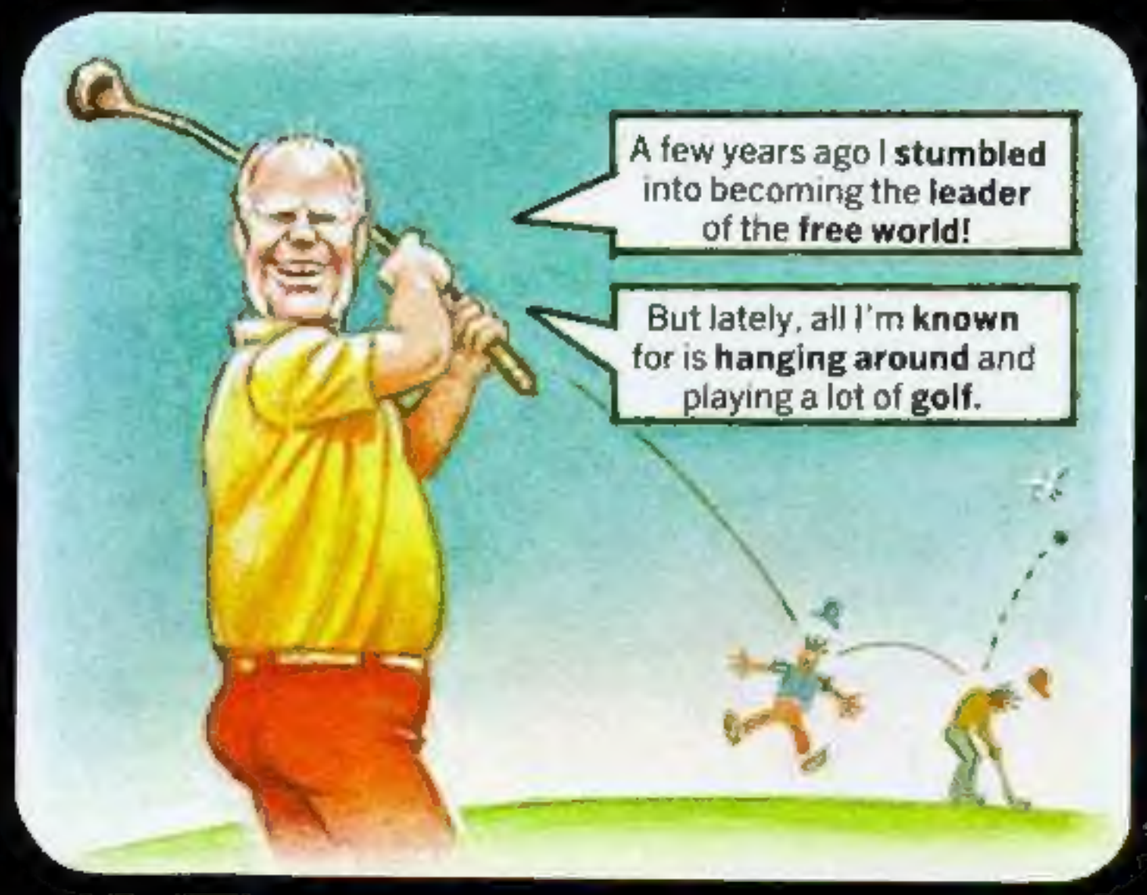
THE PINOCC·

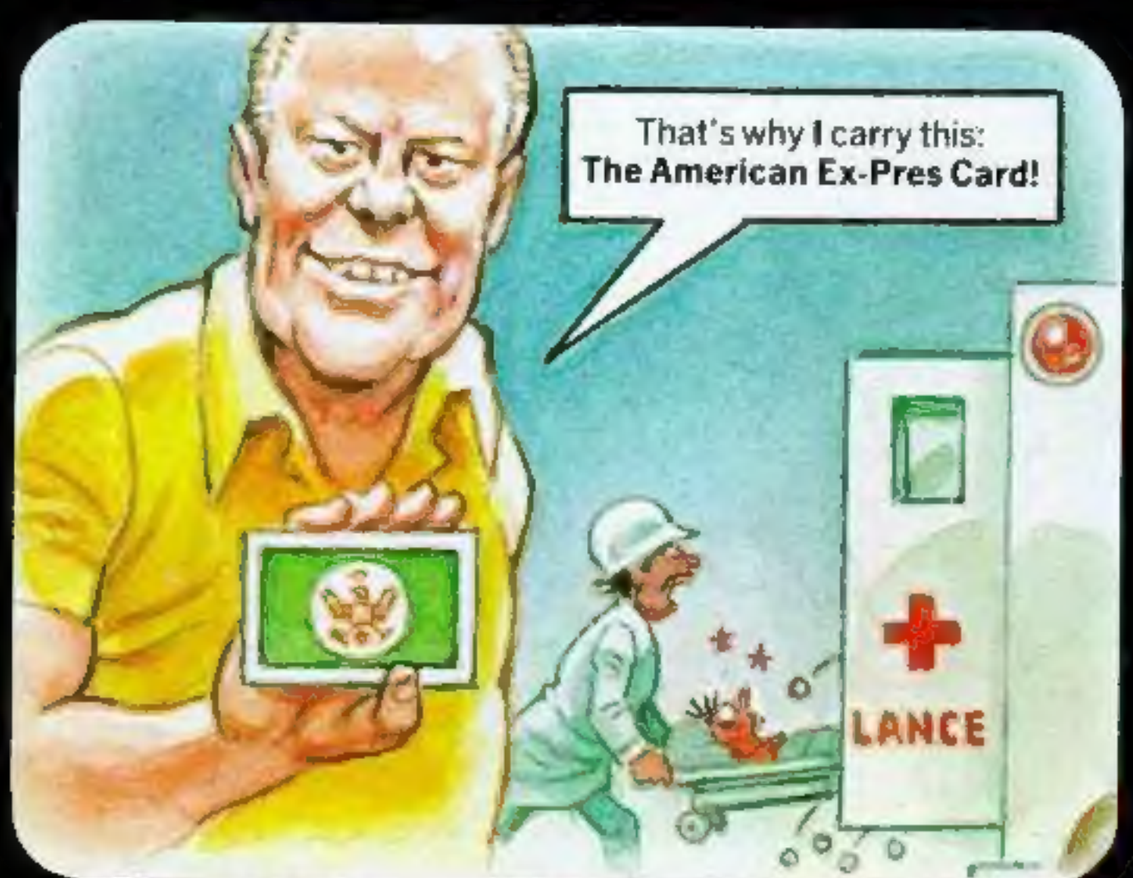
HIO

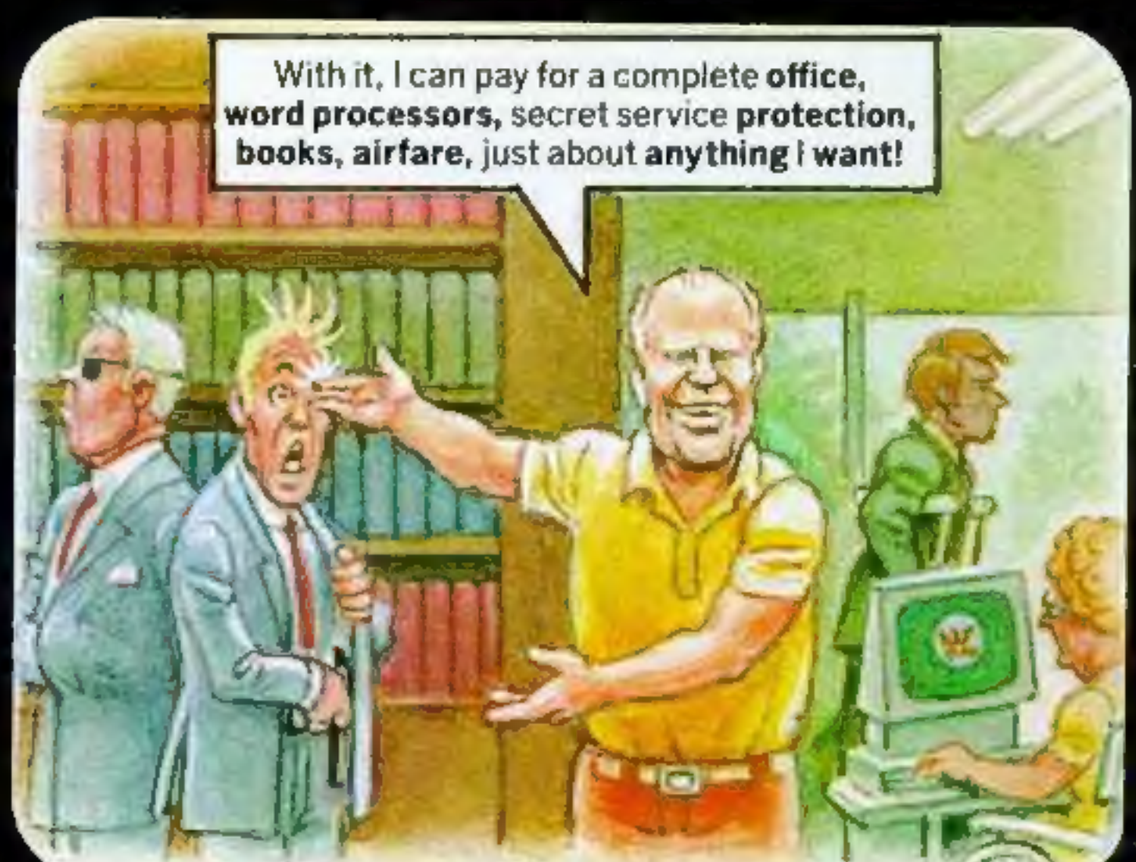
SOLUTION

A▶◀B

A TV COMMERCIAL WE'D LIKE TO SEE


A few years ago I stumbled into becoming the leader of the free world!
But lately, all I'm known for is hanging around and playing a lot of golf.




With it, I can pay for a complete office, word processors, secret service protection, books, airfare, just about anything I want!

ARTISTS: HARVEY KURTZMAN AND WILL ELDER WRITER: JOHN PRETE